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Are you a purpose driven entrepreneur struggling to get web traffic that converts into paying clients? Stop wasting time and money. Discover how to position yourself as the go to authority in your niche or industry. Infuse your Wow website with the best on marketing strategies and drive traffic to your website that converts to leads and clients. Listen to the On Market Your Business podcast today and watch as your ideal clients find you with ease.

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Let's head into the studio now with our hostess with the Mostess, Carol J. Dunlop.

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everyone. How are you doing today? It's Carol J. Dunlop, your hostess with the Mostess. And I'm back again with for another episode. Another awesome episode of the On Market Your Business podcast.

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All right. Today I have one of my favorite people. This is going to be a guest on the show and that is Rob Schultz. He is the original, I have to say, the OG for webinars, at least for me, because he taught me how to do a webinar, masterclass, whatever you want to call it, the right way and how to get results from it.

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And he he went into the thing about me, the mindset of yourself when you're teaching and the mindset of the people that you're teaching to, that you're instructing that you're trying to to get them to know about this product, service, whatever you're putting on with this webinar. So in the end, they do exactly what you want them to do, which is by enroll.

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You know, sign up for whatever it is. He's a genius. And you will see that a little bit later.

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There's more new stuff coming in the UN Marketing Academy, and I am so super, super excited about it. I've been working on this new software. I don't want to just call it a plug. I don't think plug in does it justice. But this new software insertion for the UN Marketing Academy,

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along with my partner Claude. And he has been well, he's been doing all the heavy lift and he's been doing all the tech work. I've got the, the the visionary, innovative genius. And he's got the whatever server knowledge, database information to put it together. So I told him what I wanted and he created it.

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And we're still working on it. First we had to work to get it to working like I want it. And this this is what I'm doing with the UN Marketing Academy. I took all my videos, all my live trainings, all my masterclasses, all my webinars, everything that I've done since 2017. And I put it all together in on one side because all of the information that I have done previously, up to, up to now and including now and in the future is relevant, needed and necessary to help purpose driven entrepreneurs just like you to succeed in marketing your business successfully.

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Now we all know what just quote unquote marketing our business is like. Marketing is big, is vast. It's like overwhelming at times. But I chose the, marketing part of it to turn traditional marketing on its head and do something a little bit different, do something that doesn't cost you an arm and a leg. Do something that can almost give you guaranteed results.

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There are no real guaranteed results, but as close as you can come, the guarantee results, the marketing that I'm talking about, the best, marketing strategies are going to do it. And I've talked about them. It is writing a bestselling book, becoming an influential podcast like this, and also creating hosting an expert summit. Right. And put those together

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is going to do major awesomeness for your business.

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But what about the other stuff? What about the mindset pieces? What about the little things, a little technology? What about upgrade in your technology or upgrading your look? What about going live? All these little minutia things that you don't even think about? I've done live video trainings on it. I did it on my Facebook group on Mark, the on Market Business Facebook group.

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I did it on, using OBS before StreamYard and be live and all that came into existence. I was already doing these labs once a week every week. I did some on Fridays. I did some on Mondays and Tuesdays and all of that. So I took all of them well over 300 training videos on all the things. I mean, not just some of the things.

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Got all the things you need to know to market your business. And I put it into the UN Marketing Academy and I launched it did kind of okay, but then I had software issues, so I had to go back and rebuild it from the ground up and made it even better, more

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my own vision. Instead of copying what someone else did and making their vision mine.

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So I put things in there. But here's the catch with it I launched the UN Marketing Academy in 2021, and in 2023, I broke it all the way down to the ground and relaunched it again with my vision in there. But it still wasn't quite what I wanted. I wanted some other things, some other engagement pieces, some other stuff to let you know what you're doing.

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I had the community piece already in there that's working, but I wanted people to be able to say, you know, if you watched the video, how long did you watch it for? How many videos have you watched? And I also wanted to be able to quiz people when they first. Yeah, or give them an assessment when they first came in

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so that it could set them on a successful roadmap or blueprint.

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I call it a roadmap, a successful roadmap to get to what they want it. Maybe it's they need to learn the basics of email marketing and how to do it, and how to create a funnel out of that. Or maybe they needed to learn, or you need to learn how, like I said, how to go live or how to go live work.

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And what's the script that you need to use? All these great things, the pieces, the minutia that we don't think about is included in the academy.

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And the videos are right there. But there was a barrier, the person getting to the right videos because number one, it's over 300 videos. It was very overwhelming. Which ones do I start with?

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So I created two different roadmaps. One was, how to use all. The one is how to use the best on marketing strategies, ones I just talked about. The other one is how to how to actually do the marketing. So you could follow one of those, but that was just using those particular videos that I did in a challenge.

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I have all these other videos I want people to use. I want my members to not only use, but to access, to learn from, to implement and to be successful as well. And I didn't know exactly how to do it because, you know, I'm thinking, hey, I log in, you go to the video, I've got them all category wise.

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I, I've got, you know, like email marketing automation, marketing basics,

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video marketing, all that stuff is, is kind of categorizing the videos that they are. But if you're new to what if you don't? If you're not me, you don't know exactly what you want. I mean, you can search, you can find the videos. But I wanted a path.

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And that is what Claude is helping me to do create a learning path. So when you get that assessment, when you first enter on the not in a dashboard, but then the start here part and you go through that assessment, it Claude has actually set it up so that the videos you need will be shown to you right away, like 12 or so, 12 hours of videos, but in segments in little doses and directing you to them.

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Right. So I'm so excited about that. And it's keeping track of it is keeping track of the videos you've watched, you've been able to bookmark, you can bookmark now, you bookmark certain things that you like, but this is going to be even better. Oh my gosh. Plus, rewards and giving out monthly things. So I'm still working on some stuff, some things to enhance it.

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But the the meat and potatoes are there. And now Claude has given me the gravy to go on top of it. I'm so excited. So I've, tease a little bit to, the members that it's coming. And I'm thinking by the end of March, everything will be in place. I wanted to kind of release the pieces, but I was like, nah, I don't want to really just release a pieces.

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I want to just put it all out there so I can do add another piece of the welcome video just to show you the walk through, how to do it and all of that

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so that you're not in the dark at all, so that your engagement, your experience in the UN Marketing Academy is just remarkable, right? So that's what I'm doing and I'm so excited about it.

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And guess what? I have a coupon for you. And this is the last time this coupon will be offered, because this is the end of February data for the whole January and February. And it is 25% off and it's, you get it when you go to join the Academy on Marketing academy.com.

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Market Academy mark the business.com/join.

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And then when you join you just

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hit the code, enter the code Jumpstart 25 and you get 25% off your monthly right. It's amazing. It's awesome. So go do it now. You don't want to be left out in the cold. Fear of missing out is real. So go there and do it well. Right after you listen to this episode, go ahead

and do that.

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It is tech time right

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now, and the technology that I am showcasing today is WP optimize.

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Optimize is a plugin. It's in the WordPress depository, plugins. You can search in your WordPress dashboard for that optimize and what it does, it makes your website load fast. It makes your website go fast, and it gives a good experience on the other side where people are putting in things and gets their information to them fast.

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So it's all about fast, fast, fast, optimize and take the little things out of the way. Put the what's important up front and let people access what they need. And that's what WP optimize does. It helps to like crunch down your, your images. So they're not so big. And it does other thing with the code. And you know a lot of stuff that I don't even know about, but it helps your website to be optimized for speed, optimize for efficiency.

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And guess what? It is free. And the depository, the WordPress repository inside your site. So go just go look for it. And that is WP optimize. I've been using it forever and I love it.

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Now it's time for you to join me and my special guest, Rob Schultz, in the studio. And he's going to teach you how to start leaving money on the table or missing out on it all together. Rob shows us how to take advantage of AI to help it, help us make more, work less, and still profit.

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And we all want to do that, right? Okay, so go check out the interview and I'll see you right back here.

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What's holding you back from hitting well on your marketing plan? Fear

manager. Imposter syndrome. Frustration that stops now. What if I showed you how to reach your target audience and get them to buy? How to make social media marketing easy. I don't understand the power of email marketing and how to conquer your fear of putting yourself out there.

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What if I provided you with simple tools and techniques, easy to implement training that bring you clarity and give you the expertise and the know how to convert marketing into money? Hey there, I'm Carol de Dunlop, the online wild strategist and six time bestselling author. I teach purpose driven entrepreneurs, just like you to convert marketing into money. If you're a purpose driven entrepreneur who's ready to stop allowing fear and frustration to keep you stuck and instead embrace clarity, authority, and expert instruction to convert your marketing strategies into money in the bank.

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Then you need to join the UN Marketing Academy in the Academy. You'll take a deep dive into the tools, techniques, and training that helped me and my husband have the same. Our successful business. In spite of the 2008 recession, two major health crises, and of course, the pandemic. The Academy is about replacing expensive, frustrating and overwhelming marketing practices with simple, easy to implement marketing resources that get you in front of your target audience and get you paid.

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This academy is for purpose driven entrepreneurs who crave simple marketing strategies, coaches who need real life trainings to take the overwhelm out of marketing. Small business owners who are ready to conquer their fear of putting themselves out there. Service providers who want to use social media and email marketing effectively. Action takers who are ready to go live without fear.

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Marketing your business successfully takes work. And marketing without marketing. They don't know you exist. If you're ready to convert your marketing into money, you need to join the UN Marketing Academy.

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Join the UN Marketing Academy today by going to [UN marketer business.com/join](https://unmarketerbusiness.com/join).

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Hey everyone. I have someone so special on here that I have that I think I interviewed him once before, but when you all hear me talk about my mentor, the person who taught me how to do webinars, how to sell on webinars, and how to be the most awesome person that I am right now in business. This man is the one who taught me how to do this.

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And I remember I started with, I think it was maybe his first program he put out in, I want to say 2000 or something like, I don't know, I can't remember, but it was like 99 articles in 90 days or something like that. And I jumped on that program. And I have been following this man ever since, and working with him, and he has helped me so much.

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So I have to say that a lot of the success that I have right now is because of you, Rob, and I want to bring you on stage right now.

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What a intro. I'm so I'm so pleased that, what I've done has had an impact on you. And I feel like the thing is, you applied it too.

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So, when anyone can take lots of classes, but you got to apply it to get the benefit, and you've done. Oh, yeah. Yeah. You always got to take action. You know, you can read, you can, you can watch, you can listen. You can do all this stuff. But, you know, it's so funny. When I first saw you and I think, oh, I didn't even see you.

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I think it was, video, audio or something. You know, it was back in the days before video became the thing to do. And I was listening to whatever you were saying, and you just struck a chord in me, and I was like, oh, I gotta get whatever this guy is putting down. And you said it there, like, you ever found somebody, you know, you gotta have what they were.

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They're putting out that. That's how I felt about you. And I remember when you put out that course, it was. I think it was 90 articles and 90 days. I don't remember the exact year. And you said people just said they need, you know, they need help getting the stuff done and

all of this. And I have the solution for it.

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And I went to my husband and I was like, I need \$99. He's like, for what? And I was this guy, Rob Schultz. He's doing this program and he's talking about doing these articles. I've been reading about it. Yeah, the 90 articles in 90 days. Traffic challenge. Yes. And it was amazing. It started me on that journey of writing, not just writing, but writing for conversion.

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It started me looking at things a different way. And then one other key point, and I'm actually gonna let you introduce yourself to the audience, because I do like to do that. But, one other thing. When you put out the, webinar seduction thing just before that, I had I've been following Lisa, Lisa Savage, Lisa something. I can't remember her name.

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She did that speak to sale or something? On sale to speak. And,

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I just copied what she did, kind of, you know, and went out there and did it, and it didn't work. And I figured out from what you said that I was holding people down with all the information that I was given to them. I was just like, oh, just everything.

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And they were so confused. They didn't know that they were supposed to buy. They didn't know what to buy or anything. And when I went through your, webinar seduction thing, I learned everything I needed. It was so, So that's why I'm glad to have you on here. I want everyone who's out there listening right now. I want you to listen very carefully to what he has to say, because he can help you make money.

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So rather bring you on the main screen. And I want you to kind of introduce yourself and talk a little bit about you. All right. Okay. So I've actually been doing business online for a long time, since like 2002, 2003. Like everyone else, I've gone through several evolutions. Started out as audacious audio and then moved to helping people do video and then became kind of a strategist and, and primarily what, what I've really been helping people do, like the last ten years, is,

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messaging and offers.

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You have to be able to message what you do so people not only know what you do, they want what you do. You have to be able to message it to where people already want it. The other thing is, then you have to craft an offer that makes people can't just be stuff. You have to craft an offer that makes people believe that when they work with you, they're actually going to get where they want to go.

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So that's what I've been specializing for a while now. A shift that as it's kind of been happening for a lot of people because it's, it's a see shift in our industry, which is artificial intelligence happened, I don't know, maybe a year and a half year ago,

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probably a year and a half ago, when I first heard of ChatGPT and I started playing around with it.

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And, it seemed very interesting and

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one of the things there were a couple things that made me kind of go, oh, this is not just a fad or a trend or a Moneygram is one. And I had I had an individual client who was trying to get into corporate and that can be careless. You know, that can be very tricky because individual messaging is very different than a corporate message.

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Right. And so I actually asked ChatGPT,

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I gave him the background. This is my client. They're working with individual people. They want to take it corporate. What are the issues they can address with their skill set. And it just went boom, boom, boom, boom. I'm like, dang, yeah, I got it. The second thing that happened is I had a client on on Facebook and she said, I want to I want to create a lot of content ideas for, women's health problems.

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And so, you know, I'm a guy, so I didn't want to jump in and kind of be in because it's not my specialty. Number one, I'm really good with ideas, but that's not my specialty. And number one, she wasn't getting good ideas and she was just getting like 1 or 2. And she asked for a lot of them.

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So I figured, whatever, I'm going to jump in. I went to ChatGPT and I was amazed at the accuracy and how it figured out what would be great ideas for her. So I like posted 20 to 25 of them kind of these. I went to ChatGPT. These are all good. Yeah. So it just started to become, you know, I had a client who was selling high end real estate, and it's like where what groups can I get in front of that will be in the high end real estate.

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So I went to ChatGPT. And one of the the things that it came back with that I never would have guessed was

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boating groups, people who oh, wow. But because, you know, people who own boats, you know, boats are expensive. So anyway, one thing led to another and I really started looking at it as, as this thing is smart and if, if you know what to ask and you know how to talk to it, it will give you some real gems.

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That is so true. And you also introduced me to Claude that I, and I have to say, he and I are just best friends right now. Just the best of friends. Because I love to chat with ChatGPT and I started listening. You, you know, all the sessions you were doing and you said, well, you might like Claude. And I'm like, Who's Claude?

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And why is he named Claude? I don't know, but this is more brainstorming. Like more creative for. Yeah, more suited for creatives. I love when he gives me like, high five. You did a great job and that's so awesome. It makes me think like as a person, you know. But I know it's a chat bot. I know exactly what it is, but what I tell my clients is using it.

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It has all that information inside, you know, they pumped it with all that data, everything, things that you don't even think about. And, you know, via, what was it three weeks ago? I think I sat down in four hours, man. Claude or buddy? Buddy. And he helped me design my whole retreat that I'm going to do later in 2025.

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I mean, not just standard a run of the mill. It was everything I wanted with the closing ceremony and women having their crowns and the marking and stuff I wanted to do, and I did have to correct this course a couple of times, you know, because you can't just ask it a question, get all the answers you have to put in the right information, like you say, and you have to read what it puts out.

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And then you have to say, oh, not maybe not some of this is more of that or something. And he'll change. I love it, I love it, I think it's, it's it's an interaction. I think this is one of the keys that will start to get into where a lot of entrepreneurs can drop the ball thinking that it's it's kind of this monolithic wall that you right, throw something at and it throws you back and you have to accept that you can work with it.

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And almost like, like, like someone you hired and sometimes different than someone you hire, they won't give you any kind of talk back. They'll go, yeah, that's a great idea, Carol. I know.

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That's the thing when I said you did a great job because I'm learning Spanish now, more than I ever did. It was really poquito that I.

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That I knew. And then now, you know, sign up for a course. And I've been going through this course. This guy. Really, really great. If anybody wants to, learn Spanish, really learn how to speak Spanish, cuz Paul's Spanish course is amazing. I have a study buddy. So I went to Claude and I said, okay, Claude, I'm doing this thing, I'm learning Spanish.

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And I took some of the lessons that he has. He has a summary and exercise and I've put it together. And I was like, look, give me some

cue, multiple choice questions. Give me some fill in the blank and give me some exercises where I can actually speak it. And me and my study buddy can do it.

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It's been amazing. I mean, just from 0 to 100. Just what I've been able to learn in just a few weeks so we can use it for so, so many different things. But you know what? Rob? What I wanted to talk to, you know, this this podcast is all about getting traffic to your website. So before we dive deep into some ass stuff and you may have this too, how do you get traffic to your website?

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Well, I think it's for me, it's primarily content. So content is in for me is in two forms. It's it's obviously I have a mailing list. So I'm, I'm

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constantly creating high value content for my list. So when I do launch something, they're primed for it because I'm, I'm in a very giving relationship with them. The second thing I do is I post, to I do some content to social platforms.

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Now my focus is more business oriented. So I've kind of migrated over more to LinkedIn as opposed to Facebook. And that that doesn't mean that you could do Facebook, you could do Instagram, TikTok, whatever it is for you.

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And the thing that the thing that I'm trying to do it, it's not so much

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what I'm doing, it's how I'm doing it.

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I'm trying two things I'm trying to do. One is get in front of what my prospects are already looking for. What are the problems they're already having? And by the way, this is something that I can really help you with because a lot of times, a lot of times when people are struggling, getting traffic, they're talking about what they want to talk about, which which can be fine.

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If you have a perfect audience match. A lot of people don't have that right. And so you say, well, in order in order to have them respond the way you want to, you have to get in front of what they're already looking for. Well, how do I know what that is? Well, one way is if you're just around them and you absorb by osmosis, the second way is to actually interview them, which can be a process.

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But AI is just incredible. So when you're asking, you can you can ask what are what are the 15 top challenges? My target market is going through that they would be willing to pay \$1,000 or more to have solved. And and it'll it'll give you those. So you can you can list those out. And so that's what you can start writing content on.

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So the, the third way is, is, is not just getting in front of what they're looking for is also in the process of doing that, expressing my own point of view. And, and part of that has in the previously has always been me writing it myself. But the other thing is you can teach AI about your point of view, about the things you think are important.

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So it starts to capture your voice as opposed to you know what you see a lot out there now is, you know, write me 30 social media posts and it'll do it. But it it'll they'll be bland. They'll be so what they're not going to get in traffic. But if you know how to integrate and and kind of indoctrinate and connect Claude or ChatGPT with your point of view and the way you talk, it's it's amazing and it's highly impactful.

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It definitely is. I use it so much more than I ever thought that I would. And it's kind of like the assistant. I always need it, but never thought I could either afford or deal with. You know the air right tells you get, you know, get a virtual assistant, get someone to help you. And and then I'm like, I don't know if I want that, but this is like the perfect assistant.

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You know, if you really get to know, I think first of all, you have to know yourself, know who you are, who you want to work with. You know, know about your audience and stuff. You kind of put those all

together. It will help you complete the package, and then you still have to schmooze it up a little bit.

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It's not just going to give you everything, you know. Oh, I'm going to take it from this chat and then put it on my blog straight away. You gotta, you know, mess with it. You really, really do infuse. And the more I think, the more you use it, the more you, the more questions you ask, the more you get to the heart of what you need.

00:27:46:10 – 00:28:07:49

Unknown

Right? Right one. And it'll help you come up with your offer. Two it'll help you really target your offer so you can get more of a response and make more money. Yes, and that is what we need to be doing making money. We don't need to be out here playing around. Act like we don't need money. Cause mama need some shoes, some glasses, some, dresses, all kind of stuff.

00:28:07:53 – 00:28:27:16

Unknown

Oh, all right, all right. So there. I know there was a question that I wanted to ask you about the mistakes. What are, like, the costliest blunders that entrepreneurs make when they're using AI, or rather, not knowing how to use AI, right. Well, I think the when I see,

00:28:27:16 – 00:28:31:59

Unknown

you know, one of the things that that is a trap that's easy to fall into,

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Unknown

when you're getting started in AI is what I call the YouTube trap.

00:28:36:41 – 00:28:40:58

Unknown

Now, what is the YouTube trap? There are all kinds of AI videos on YouTube.

00:28:40:58 – 00:28:56:36

Unknown

The problem is the game a lot of the YouTubers are playing are very different than the game that we as entrepreneurs are playing. The game that we as entrepreneurs are playing is let's run our business easier, faster, more efficiently and more profitably.

00:28:56:36 – 00:28:57:09

Unknown

The game.

00:28:57:22 – 00:28:59:45

Unknown

And this is not criticizing people on YouTube. Like

00:28:59:45 – 00:29:20:51

Unknown

if you can pick the right ones, there's some really amazing sources of information, but their game is attention. That's how they get monetized. That's how they, you know, they get monetized from YouTube. That's how they build their following. And so a lot of times they will, you know, you'll see, oh, this week was the best week ever.

00:29:20:51 – 00:29:28:41

Unknown

And I and then till the next week, oh, this week was even better. And it just, it's, it's not conducive to you

00:29:28:41 – 00:29:43:33

Unknown

picking and choosing. This is what I need. So so one of the big mistakes and I think what entrepreneurs are getting wrong about AI is they're starting with the tricks instead of what you need. What what do you need AI to do.

00:29:43:33 – 00:30:06:02

Unknown

Like with you, Carol, you said you you have a retreat coming up, so you helped them plan a retreat. It was not had a plan. 30 days of Facebook posts or how to create viral Instagram ideas. Those are good. If that's kind of your next step. But the key is really starting with what you need instead of the tricks.

00:30:06:06 – 00:30:29:54

Unknown

And another another thing that we've both mentioned that I think is really crucial, that a lot of people don't know is possible, is to use it as a sounding board. Yes, it is a sounding board is. These are these are five ideas I have come up for my retreat title. This is the retreat content

00:30:29:54 – 00:30:31:37

Unknown

on a scale of 1 to 10.

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Unknown

Right. Each of these five ideas and give me a short 2 to 3 sentence explanation of, of the pros and cons of each idea. And it'll do it.

Yeah, yeah, it'll tell you stuff. It'll tell you all kind of stuff. You never even things you never thought about but are important for you to think about and to know it will bring it up.

00:30:53:28 – 00:31:09:56

Unknown

And then you can if it tells you the wrong thing. Like, for me, what I was doing the retreat and, I had some, some kind of way it thought that I wanted a Christian retreat. I think it was just about what I was saying. They wanted a Christian retreat. And this is a Christian entrepreneur. And Chris, I was like, hold up.

00:31:09:56 – 00:31:28:11

Unknown

Wait a minute. I'm a Christian, but I don't need Christianity posted all over the thing. I don't even want to. Marketed to Christian entrepreneur as I'm a Christian, but I'm an entrepreneur and you know it by just being around me. Not that I got to say it. And I was like, do you understand? He's like, oh yes, I get it now.

00:31:28:16 – 00:31:46:10

Unknown

He came back with a whole nother revision that just said, oh, okay, this is a retreat for business entrepreneurs. And it can, you know, it'll work for you if you're a Christian, but it just didn't even say that. It was just attracting what I wanted. And I thought that was amazing. That was mind blowing.

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Unknown

Correct. And so you're what what you're really trying to do is and the thing that that I think is,

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Unknown

is the biggest thing is, is where is the revenue?

00:31:59:35 – 00:32:27:01

Unknown

Because if if you have a large list and a large or if you, you have some momentum in your business, then doing a lot of the stuff that's out there, which is like content creation is at scale is amazing because because it frees up time for you to focus on the rest of your marketing. Now, for a lot of people who are earlier in the business cycle, they need to focus on follow up.

00:32:27:01 – 00:32:55:07

Unknown

They need to focus on sales. They need to focus on conversion. And so the other thing that's that's happening to people is they're getting

sucked into things that are very effective, but they're not effective for them because they're not helping them make more money. So one of the a couple of the things that I'm really focusing on, in getting the word out, is using it to,

00:32:55:07 – 00:33:02:52

Unknown

to up your conversion rate, to use it to increase your follow up rate, use it to increase the effectiveness of your offers.

00:33:03:03 – 00:33:16:56

Unknown

Here's one for for example, if you're about to do a masterclass, this is a really cool way to make sure you make more money from your webinar or masterclass. Do a trial run

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Unknown

of the offer on the masterclass. Just the offer.

00:33:20:18 – 00:33:25:24

Unknown

And you know, you can do it on zoom. You can do a zoom with no audience and you'll still record it.

00:33:25:24 – 00:33:55:48

Unknown

And, you know, the other thing with zoom is Zoom has that AI transcription, or you can use another transcription thing. So basically you get a transcription of you doing your offer. And this can be either like if you, you could be doing, several live encores of your webinar or do a dry run, run through, upload the transcript to I as either a PDF or a text file and say this is a transcript of the offer on this webinar,

00:33:55:48 – 00:34:00:09

Unknown

and you can ask it to to evaluate it.

00:34:00:14 – 00:34:09:17

Unknown

Like what? What? How can I make the offer like what I'm offering itself stronger? Wow. Or two. Wow.

00:34:09:17 – 00:34:22:10

Unknown

So the offer itself would be the the sessions you're offering, the bonuses you're offering, the fast action bonuses, all that kind of stuff. It's the offer itself, right? The second thing is, how could I actually present

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Unknown

the ask the how can I present the offer in a way that is more effective?

00:34:29:39 – 00:34:57:56

Unknown

And so if if you if you record a dry run of the offer itself, if you upload the transcript and you ask it those two questions, it will give you feedback. So then when you actually do your webinar or your masterclass, you can integrate some of that feedback. And the other thing is it may, you know, again as, as we both been saying you can go back and forth it may it may assume that you're like a hard edge sales person.

00:34:57:58 – 00:35:26:32

Unknown

It'll sound, you know, very pushy and you know that all that is very good. My audience is a little they're very suspicious of salespeople. They want more human connection. Can you give me an evaluation based on that? And it'll do it. So so this is an example of something that bottom line is going to increase your conversion rate without increasing substantially the amount of effort you have to put into that I love that, I really love that.

00:35:26:32 – 00:35:47:14

Unknown

And it's so funny you say that because it did that not only with the Christianity thing, but when it first when Claude first presented the whole thing to me and said, you know, you've hit six figures. And I was like, whoa, whoa, whoa, whoa, wait. You know, some of the people who are with me, I mean, I'm working on the six figures myself, but some of the people who are following me, they have not hit six figures.

00:35:47:14 – 00:36:12:33

Unknown

They're just starting out. But I know that they if they follow me, if they're like me, they can, you know, get there as well. And Claude was like, okay, did it just revamp the whole thing and came out with something that was more appealing to me, that I felt more comfortable in saying, in presenting and putting out there so that I wouldn't, you know, take those people and like, oh, you always have to.

00:36:12:33 – 00:36:34:30

Unknown

You always have to be a six figure person to be in this. No, I didn't want that because I didn't feel authentic saying that. And when I voiced that, he came back with something else. I was like, oh, okay, I

like this. So you you can definitely work with ours. Like I said, we worked together for hours on that thing just back and forth, back and forth, reading, looking at it, understanding.

00:36:34:35 – 00:36:50:12

Unknown

And it finally came to a thing. I was like, yes, I can do this. This is something that I can sell, that I can be authentic with. That is going to be amazing. And I even brought me to tears. I tell you, the truth, it really brought me to tears with him when he came through with the end,

00:36:50:12 – 00:36:58:37

Unknown

his ceremony that he did with the crown that I didn't even think about and how we were going to do it because I told him I wanted to do the the last day on a yacht.

00:36:58:46 – 00:37:16:46

Unknown

Right. And to show them, yes, you can, you can reach this pinnacle, you can do this. And he was like, do this, do this. And I was like, just tears streaming because, you know, when you hit something that really gets your heart, this is what I want. This is what I've been in business. I didn't know I was a visionary, but this is it.

00:37:16:59 – 00:37:25:21

Unknown

That was it. And I got that from a chat bot. Yeah, okay. Yeah. And it's, it's it's all of these things that that

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can increase

00:37:27:10 – 00:37:43:52

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that can increase your impact at the crucial places where people are making a decision whether or not they're going to work with you. Right. So these are the really high leverage points of, you know, sales conversations, sales objections.

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Unknown

One of the interesting things that that I've discovered is with, with ChatGPT, with, with the, the app, the ChatGPT,

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iOS app and Android app and also the ChatGPT application, for Mac OS,

like a mac desktop is the voice capability. So, you know, a lot of people, even a lot of people that that, are doing well in business, really want to brush up on their, their sales skills and especially people early in the sales cycle.

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Unknown

Right? Are not you know, it's like they have they have to do it by actually doing it when there's kind of a sale at stake. So if they write, they've lost a sale. One of the interesting things that you can do with the ChatGPT

00:38:37:41 – 00:38:54:47

Unknown

voice mode is you can prompt ChatGPT, or you can upload a PDF or a text file describing your ideal client and market avatar, and then you can actually role play a sit in a sales conversation.

00:38:54:53 – 00:39:18:25

Unknown

Wow. And it talks to you. It will talk to you verbally. It'll go, hi Rob and you just so it'll it'll give you because a lot of times things that we are apprehensive about or nervous about, it's muscle memory. So you can read a book about this is what you do when you answer objections. This is how you and doctor, you know, you create a connection.

00:39:18:29 – 00:39:39:08

Unknown

And then when it actually comes time to do it in the conversation, you don't have that muscle memory, but it's you can do it with sales conversations, with answering objections. A lot of times what I find is people are very apprehensive. They meet someone at a at a live event, a networking event, or online, and they don't know how to follow up.

00:39:39:13 – 00:40:07:13

Unknown

Who do I just call them? What do I say? You know, are they going to think I'm trying to sell them something so you can do the same thing? You can prompt ChatGPT with the background of how you met the person, and then you can reverse strategies for how to converse with them and move them further along the the sales process that is that is so awesome, especially for like introverts who don't want to get in front of people.

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Unknown

I'm I'm thinking like two clients who could make use of that right now, this moment, because they're scared to death to get in front of

the camera or talk to people or whatever. That's amazing. I didn't even know that. That is amazing, this plot. I'll do that a bit. Cloud. Don't do that, does it?

00:40:22:59 – 00:40:38:47

Unknown

And it's it's again, it's these really like these really high leverage touch points where it's not just and it's yeah I agree creating the relationship is important and attracting people to you is important.

00:40:38:52 – 00:40:55:36

Unknown

And you can attract a lot of people to you. But if you can't convert them to working with you, right, you're going to struggle. So, one of the other things I found that people are always asking about and are always concerned about is how do you make I sound like you?

00:40:55:36 – 00:41:02:30

Unknown

Yeah. And, you know, one of the things which we both talked about is, is use Claude

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as one of the one of the things I found with Claude is, is it has a it has a sense of humor.

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Unknown

Yes. Yes it does. It responds more creatively. An example is I was I needed it was late at night, you know, the news, the easing or the newsletter has to go out the next day and it's 9:00 at night and you don't have any more creative. You know, the creativity is is done and you have to come up with a subject line, so I was playing with ChatGPT and the, the, the content that I wanted them to consume was about high ticket clients and how to talk to how to find high ticket clients.

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And so I went back and forth with Claude, and it just gave me it gave me some subject lines that I never would have come up with myself. That sound like something I would have said. I tend to be, I tend to have a very dry sense of humor. I tend to try to inject that into a lot of my copy to put people at ease.

00:42:07:44 – 00:42:20:14

Unknown

And some of these things like, objection. Jackpot. What to what to do when they say too expensive. The the enough already code for ditching penny pinchers.

00:42:20:14 – 00:42:36:45

Unknown

The caviar dreams code for attracting ballers. That sounds like you. Oh, my goodness, it sounds like it does when they say it cost too much. Do this instead. I mean, this is this is not the typical mechanistic AI stuff.

00:42:36:50 – 00:42:39:41

Unknown

So. So how do you get that? Well,

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one one method that that I was taught actually by the the head honcho of Mine Valley Vision, Lakhani who's

00:42:50:06 – 00:43:03:13

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huge personal development organization. So I want to attribute that this isn't something I came up with on my own, but I'm passing it along to you is find some content.

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It can be preferably not like a couple paragraphs, preferably with some meat in it, a longer blog post, maybe it's a special report where you're like, this is my best work. This sounds like me. This has the best of what I have to offer. Save it as a text file or PDF, upload it to ChatGPT

00:43:21:18 – 00:43:25:31

Unknown

and when you're uploading it, say this is what.

00:43:25:32 – 00:43:54:56

Unknown

This is what I try to do with my copy. Actually give it kind of your evaluation. Right. All right. And then say I want you to describe the characteristics, the attributes and the, specifics of what you think makes this copy connect, and it'll give you that. So it'll it'll give you says this is what the copy is.

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Unknown

So it'll give you the words. Then you say, that's great. I want you to write a prompt incorporating everything you just told me about this copy. So when I want you to write copy, you can create copy just like that. And, oh, that's amazing. It'll give you the prompt because a lot of times we tried, the genius prompt creators.

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Unknown

Right. And a lot of what you can do is just ask it. You've given me you've given me what you think makes this what I just uploaded. Awesome. So now what I want you to do is write a prompt that I can then give you that will go, oh, yeah, I know what to do now. And so that's, you know, that's one way to do it.

00:44:40:54 – 00:45:07:38

Unknown

Another way to do it is just is to, to, give it your, give it what I call a best trip prompt. Write an email, write a blog post on this topic, and try to describe your voice. It'll come back with something that will probably won't be close to what you want, but when you're seeing what it comes back with, you can then re prompt it.

00:45:07:41 – 00:45:29:30

Unknown

Yeah. And refine it and refine it, and stuff. Yeah. One of the things I came up with that that helps me to be conversational, as I says, this is a good start. Can you please rewrite this like I'm talking to my best friend in a bar, and we're having a really good time talking about, you know, lead generation.

00:45:29:30 – 00:45:49:36

Unknown

Yeah, yeah. And and it's like finding those little descriptions that allow you to hone in on how you talk. And it's, it's it's kind of like it's the hardest thing to do. It's like the post-it note that's written on your forehead. Everyone else can see it and you're just going like, I don't know, what does it say? Yeah, yeah.

00:45:49:43 – 00:46:10:22

Unknown

What is it? Yeah, I think that's a great idea. Those are some great tricks of the trade in learning how to use AI for your benefit. Because everybody's talking. I'm going to give you these 100,000 prompts. I'm gonna do 25,000. What are we going to do with all these prompts if we can't make them work for us. And that's that's the whole key.

00:46:10:23 – 00:46:31:59

Unknown

We got to make it work for us. Like you said, help to convert because a bigger audience, you know, if you got 100,000 people at a following, you, most of them are going to look at what you're doing and some of them will buy. But if you're talking to like 100 or 200 or maybe even 1000 people, every person that you can get to to make them think about you is, is necessary and needed.

00:46:32:12 – 00:46:50:25

Unknown

So that's what we need, right? You know, the the other thing is if you have a smaller list, your strategy is not going to be getting people into \$7 ebooks. Your strategy is going to be nurturing them. So, you know, most of the people that I know who built a,

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a six figure business in a year or less did it by by creating of a very focused messaging, a very powerful offer and moving people into higher ticket.

00:47:03:43 – 00:47:15:12

Unknown

One of my coaching programs. And yes, that's not sexy because you're not leveraging your time, but you're getting the revenue flow into where you then you have you can

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Unknown

pay and invest in the things that help you leverage your time. Excellent. A lot of the things we're talking about, rather than, you know, these 100,000 prompts, blah, blah, blah, is the three prompts that are going to help you, the three prompts or the three practices you can put into place over and over that are going to help you double your income in the next year.

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Unknown

Yes, that is what we're after because we all need money, especially now in this environment, in this culture and all this stuff that's going on. You know, people are scared to death. What's going to happen after January or are we going to lose this? Are we going to lose that? I'm concentrating on my business and getting my clients to do the best that they can do, no matter what happens?

00:47:58:10 – 00:48:22:44

Unknown

Because we've always got something. I mean, we had Covid in 2020 where recovery from Covid in 2022, we had something else that's coming up in 2023 and 24. So it's always going to be something. So we got to get ourselves to mind our business, do our thing and use the tools that are out there for us that we can, you know, that we can use in our business because, I can't get a job.

00:48:22:44 – 00:48:39:41

Unknown

I'm allergic to jobs. I'm just saying I'm allergic to jobs. I got to

be an entrepreneur ever since I met with you. So in in that first in that first program that you put out, the, you know, I've been on my own and working for myself for 30 years, so jobs are just not my thing. I'm not even worried about jobs.

00:48:39:41 – 00:48:48:45

Unknown

I don't care, you know? I care about helping my clients do what it is that they need to do. And I know you do that, too, because you've been doing this as long or even longer than I have.

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Unknown

You'd be up to and doing it, doing it quite a while. And,

00:48:52:16 – 00:48:57:45

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so listen to us. Yeah, we've both seen a lot of things come and go.

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And generally when there's any new technology, you know, I remember when webinars were a big deal or, you know,

00:49:06:01 – 00:49:08:32

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when it first comes on the scene,

00:49:08:32 – 00:49:20:10

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it's everyone feels like, well, all I have to do is do a webinar and everything will change. And that that may be true for like the very, very, very, very early adopters.

00:49:20:15 – 00:49:49:39

Unknown

Right. And I think the same thing is happening with AI. So what what I'm what I'm really trying to get the word out a lot is, is, you know, what I call seductive AI and seductive AI is identifying those few opportunities that will maximize your income in the shortest period of time for you. So rather than driving yourself crazy because everything there's there's going to be more breakthroughs, there's going to be more tools.

00:49:49:39 – 00:50:17:26

Unknown

There's going to be more things to get distracted by. And you have to be careful that some of these things will take you further away from the business you want, because they'll suck you into spending more time and more effort without getting the return. So what I'm trying to

do is, is to to enlighten people with this specific things they can do, which are quote unquote, closer to the money, which you're going to help them

00:50:17:26 – 00:50:24:34

Unknown

stay in business and help them thrive so they can help more people and make a bigger impact.

00:50:24:39 – 00:50:46:16

Unknown

Exactly. And that's what that's what I'm here to do. That's what this podcast is all about, because getting more traffic to your website is getting more eyeballs on your on your website and what you do, and then you have a bigger chance of converting them. Now we're talking about other ways that you can do. And speaking of that, I know you have a challenge to offer to the audience because I always like to challenge the audience to do something.

00:50:46:16 – 00:51:12:37

Unknown

Like you said in the very beginning, it's okay to to watch and read and listen. Taking action. So what have you got for our audience to get them to take action on this I thing? Right. So so what I would, what I would do is I would challenge every person in the audience to take action on. One of what we've talked about are these kind of missed opportunities, take action on

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on having I review your offer.

00:51:16:37 – 00:51:53:03

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Take action on having I sound like you take action on, doing, a voice role play by either having doing sales conversations, answering objections, having conversations with your ideal client. So when the actual conversation happens, it feels relaxed than normal. Crafting really hooky email subject lines doesn't have to be all of them. Find one of them, which is, as I say, close to the money, meaning it's going to have a bigger impact on people who are going to decide to work with you.

00:51:53:08 – 00:52:17:33

Unknown

That's going to be different for every person listening, but I think we provided enough examples so you can choose one and take action on it. Exactly. And that's what you all need to do. Take action on one of those. There's so many gems that were dropped today. Take take your pick because I'm telling you, if you get into it just a little bit,

you will see the way that you can use it to get closer to the money.

00:52:17:33 – 00:52:27:52

Unknown

Like you said, Rob, this has been great. I've just enjoyed so much having you on. How can people connect with you offline if they're looking for you and they want more of you, how can they connect with you?

00:52:27:52 – 00:52:43:20

Unknown

Well, the, the best way to to check in to everything I have to offer. Number one, I do have a special gift for people that are watching the podcast.

00:52:43:25 – 00:52:58:37

Unknown

It's actually called the I Profit Booster bundle. Yeah. I like that here. And basically what it is, it's a it's it's a group of three guides to some of these missed opportunities,

00:52:58:37 – 00:53:14:31

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to creating AI that sounds like you to helping catapult your closed rate, and to create really awesome hooks, email, subject lines, titles, headlines, things like that.

00:53:14:43 – 00:53:20:59

Unknown

So, you can find that at Profit Seduction Pro fit

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Unknown

seduction, study

00:53:23:11 – 00:53:53:33

Unknown

said, you see, Tio and profit seduction spelled like it sounds.com/a I bundle one word a I bundle bundle. So profit seduction.com/i bundle. Now I'm have to get that myself because I love your take on AI and how you look at it. And you know I'm so in debt to you for so many things because, you know, I like to give Jack the jacket.

00:53:53:33 – 00:54:13:04

Unknown

So that's it. So I learned a lot of stuff from you and I think it's amazing. So thank you so much for joining me today on this podcast. It's been amazing. My mind is totally blown all over again as I knew it would be. And just thank you again for this. And thank you, Carol, for having me. And to to everyone who's watching.

00:54:13:09 – 00:54:33:03

Unknown

Pick one thing and take action on it. And, if you've been working with AI, you probably already know what I'm talking about. Stretch a little bit to something new. If you're just getting started with AI, pick one thing and I think you'll really have kind of an eye opening moment. Definitely. All right. Bye, everyone. See you next time.

00:54:33:03 – 00:54:56:09

Unknown

Is your website ready for prime time? When your ideal prospects land on your website, do they see the true professional you are? Are they greeted by a site that's not quite ready for prime time? For 30 years, we help coaches and service providers transform their online presence into powerful, client attractive machines. As a premiere website to Sanders in Atlanta area.

00:54:56:14 – 00:55:26:42

Unknown

We don't just build websites, we create conversion engines that work for you 24/7. Why choose CSI for your Wow website? We're experts in authority marketing. We help you convert web visitors into paying clients with our proven UN marketing strategy. We offer complete protection. We'll work hard to keep your website safe from hackers and accessible to all. And we offer purpose driven results custom designed for coaches and service providers who want to make a real impact.

00:55:26:46 – 00:55:55:59

Unknown

If you're ready to make an impact with your website, download our free Wow Website Planner today. Inside this planner, it'll give you all the information you need to create your own Wow website. Whether you use us or someone else, you need a website that converts web visitors into paying clients. So go to KCI corporation.com or slash planner right now and download the free Wow website planner.

00:55:56:04 – 00:56:17:02

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All right. Welcome back. Did you enjoy that? I know you did. I did too. And I was like, thank you. So many notes. Again reiterating things like, oh this is amazing I love it. So I hope you go out there and do everything that he said for you to do, because I'm telling you, his stuff works and it works like nobody's business.

00:56:17:02 – 00:56:17:50

Unknown

So go do it.

00:56:17:50 – 00:56:27:12

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The client I am spotlighting today is Doctor Alfie White, who I met doctor once there, I want to say two years ago.

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Yes.

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No, no, it was longer than that. It was like 3 or 4 years ago when I first started doing your Auntie Creator's Lab. She came on my podcast and started Creators Podcast, and we had a chat and we just been friends ever since.

00:56:40:14 – 00:57:03:36

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So when one of my clients, Teresa, put out her book on unstoppable leaders, I recommended Doctor wants to be a coauthor and she took me up on it, became a coauthor. Now she's a another a bestselling author, I think once or twice. I know she's had a couple of bestsellers, but that was great. And so we've been talking on and off all these years, and she is really an amazing woman.

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Seriously. So

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she started this thing called, Freedom Meal, but now it's Freedom Table, I believe. But she started this thing to bring all

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people together

00:57:16:11 – 00:57:26:20

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under a meal because, you know, we all love to eat. We eat it every. We eat for happiness, we eat sadness, we eat, or, you know, at a funeral or birthday party, celebration, just getting together.

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We all eat. So food is like that magic mix that helps all of us. And she wanted to bring everyone together, especially in these times where we're all like everybody separate apart, you know, kind of looking at each other with Sara and stop doing that and come together and work for a greater good. And it's called freedom meal.com.

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Now, if you go there,

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if you go there and you can't find it is freedom table. But at it last time I spoke to her was still Freedom Meal. She was working on changing that

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and what she does is take like the Jews, the Gentiles, the Native Americans, the black black Americans and all the other immigrants who have come into this country

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and the people of other faiths like Muslim and stuff.

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And she wants us all to get together and have a meal to break bread together. Doesn't that sound amazing? It does. And she did. Her first one, I believe, was last year, and she wanted to establish this as a holiday

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which landed between

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Juneteenth

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and the 4th of July.

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So let's pray for her on her mission to get all that done, because it sounds amazing and exciting.

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And Doctor White, congratulations on being in the spotlight for this week.

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Hey there. Would you like to be a guest on the Unmask at Your Business podcast? Simple. All you need to do is go to UN market or business.com/podcast.

00:58:47:05 – 00:59:16:46

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Remember Rob's challenge to you to use AI as your assistant. So you can run out, you know, to figure out where you're missing out. Where you missing out on money, where your pitch is not, working. Or you could be losing people you know, on YouTube. You can get those analytics and it will tell you, you know, when people first come on and then when people leave, when you see that dip, that's when people are leaving, losing interest, getting out of there.

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Is that happening to you with your webinar or your masterclass? Well, I love Rob's challenge that he said to actually do whatever it is. Your webinar, actually run it, just like run it in a test run before you do it live. Take the transcript from me, create a transcript, take the transcript, upload it to a I use cloud, you know, uploaded to AI and say how how can I improve this?

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Am I connecting with my audience and do whatever questions that you want to ask? Ask it the questions that you want to know the answers to. How can I improve this? How can I do better? How can I help people to actually buy this and role in this or whatever? And then I will tell you, I thought that was a great challenge.

01:00:02:18 – 01:00:26:41

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I'm doing that myself because I just did a I just, ran the best seller lab masterclass with a whole bunch of them. It was about 3 or 4 because I did a challenge. So I want to put that together and upload it to cloud and ask him, how did I do what, what, what would right. What went not so well and just take that as a, let me see how I can do better.

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I think that'll really work.

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Now to recap what Rob was saying. Number one, teach are the things that are important to you and your brain.

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Input the notes. You know, don't be afraid. My props are very, very long, so don't be afraid to tell AI exactly what you need.

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I mean, the minutia, details and all of that. Because, you know, he can just do it in a second and it will come out the way you like it. Number two, I can help you sell better by helping you get to know your audience better. So there was a part that he was talking about, the audience profile as a background profile.

01:01:04:40 – 01:01:29:25

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Be sure to use that that that is very eye opening. And then number three, you use AI to create that grant. Oh, that was it. The background narratives for your ideal clients so you can address their issues easily. So you're going to teach AI what's important to you. You're going to ask it him it how you can do things better and what changes that he

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suggests that you make.

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And then use those background narratives to really get to know your people and make sure to tweak those, because sometimes I will lie and come up and say some crazy stuff, because there was a gap in there somewhere. It's like, okay, that can be a gap. You know how in your mind, for instance, if you go, it just happened upon,

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an accident and you say, there's a motorcycle over here, there's car over there and people standing on the side, your brain is automatically going to construct a story about what happened, whether it's on the motorcycle side, the people on the sideline side or whatever.

01:02:06:17 – 01:02:23:05

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Your your brain does not like that gap. And I found that AI is the same way. They don't like that gap either. So they're going to fill it in sometimes and stuff they fill it in with is superb and phenomenal. And sometimes it's like, what are you talking about? Oh I'm not doing that. So make sure you look at all of it.

01:02:23:05 – 01:02:32:09

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Would you like to get free coaching for me? Simple. All you need to do is go to onmarketerbusiness.com/podcast.

01:02:32:14 – 01:02:54:42

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The book that you need to get today is I Am a Money Magnet. So while you're using, I to help you with your money, and I want you to journal about it because I am a money magnet is all about you. Making money is a 90 day got it? Journal and every day it asks you fill out the same thing.

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How did you will you make money today? So it's different if you're doing it in the morning. How will you make money if you do in an evening? How did you make money? So you fill that out and I promise you, it gives you ideas every time you do it about, oh, I could tweak this or I could do this better.

01:03:11:59 – 01:03:32:15

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So in conjunction with using the information that Rob told us about, I, now you're going to get this book and it's really, really going to help you. And you can get the book by going to see us at corporation.com or slash email. But see as a corporation.com/remember

01:03:32:15 – 01:03:40:06

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now I'm adding a little bit to this this time because I think you'll want to join in on this with me I want us to do this together.

01:03:40:06 – 01:03:57:35

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So I was thinking, all right this is almost March. So two months of 2025 have gone by. How has your money gone with those months? Has it been? Hey, has it been. And we don't even care. What we're doing

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is the challenge now, I had a name for it. I can't remember.

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Make more money in March. Then that's what it is.

01:04:02:44 – 01:04:08:44

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Make more money in March. That's the challenge. And we're actually going to use this episode

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and we're going to use the download that Rob is gifting you. All you have to do is go and download it. And we're going to use my book, the my, I am a money magnet. We're going to put all those together and that is the make more Money in March challenge.

01:04:26:21 – 01:04:37:56

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Now you don't have to sign up for anything. You don't have to enroll anything. And I'm not going to be sending it, but sending you anything. You're going to do this on your own. You're going to be taking action on your own because it's your money, it's your business. It's your time.

01:04:37:56 – 01:04:40:19

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So remember three things you got to do.

01:04:40:19 – 01:05:03:49

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make sure that you have listened to the interview portion of this podcast where Rob spells out how to use air. We have a lot, you know, we had a lively conversation. Then he gives us this download and if you're on the show notes page, all you gotta do is click the link and download it right then I also want you to get the I am a Money magnet book so you can start journaling.

01:05:03:49 – 01:05:22:02

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If you go and buy the book now, you'll have it in two days. The challenge doesn't start until March the 4th, which is a Monday, so you got some time to get it right. Or you can get the Kindle and do it right away. Whichever floats your boat, whichever one you want to do, it doesn't matter. The reason that I want to do this is sometimes we just need to focus.

01:05:22:02 – 01:05:41:06

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We need to focus on what it is that we want, what it is that we need to do, and what it is that will make us happy. So what it is, what is it that we want more clients, more money, or the right clients with the right money? And we want to train our brain to be thinking about the money that's coming in.

01:05:41:06 – 01:05:58:39

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And that's what the journal, the I'm a money magnet journal. It turns you into money magnet, because every day you're thinking about the money that you're going to bring in via your business. And I know I hear nothing about, you know, money is the root of all evil. And it. No, it's not. The love of money is the root of all evil.

01:05:58:52 – 01:06:25:50

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Money gets you anything that you want. Just as some people try to buy eggs right now, they need some money, right? So we're going to use from March forward to March 31st. We're going to use this part of the journal every day. We're going to use the bundle. We're going to use the knowledge that we need. And we're going to use our own brain, our own minds, and we're going to get this money flowing because what we concentrate on happens.

01:06:25:50 – 01:06:40:18

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We're going to manifest this money. Then at the end of March for the first episode in, but at at as March ends, right. Then the first episode, the first week of April, I'll be going over

01:06:40:18 – 01:06:47:20

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my results and tell you what happened, what new clients I got, how much money I made, all that good stuff, and I want to hear from you.

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All you need to do is go to the show notes for this episode, this page, and, be right in the right sidebar. There's a thing that said there was a button. I said, send me a message, and I want you to send that message. Send feedback, because then I'll know you heard it from the podcast about what happened.

01:07:04:39 – 01:07:27:00

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How many clients did you get? How much money did you make? How did God help you manifest this money that you want? And a simple right, three things. Just, you know, it's not going to be that much money off you. I think the the book is like \$10. They download as free as pretty much free. So for ten bucks, who knows, you can make a couple thousand dollars.

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Right. So let's do this. So go to the show notes. Download you know access whatever you need to do. And then in April send me the message and let's see how it goes. All right. That is your challenge. That is your extra challenge that I'm giving to you. And I know that you can

do it.

01:07:45:41 – 01:07:57:52

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Now you got your marching orders. You got your take action orders. You got what you need to do. Good deal. Make sure you join me for the next episode, because I'm going to be talking about

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being grateful for slip ups, slowdowns, and stalls when it comes to your business. We all go through it. It happens all the time.

01:08:06:04 – 01:08:26:18

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We didn't. We didn't make the right moves or we didn't make the right money, or it just seems like everything just dried up and no money coming in or just things are just slow. There's money coming in, but it's not enough. What do you do when you go when you hit that? So I'm going to be talking about how to expect it, how to react when you get there and how to overcome it.

01:08:26:18 – 01:08:45:19

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It's going to be great. I'm telling you, that's all I have for you today. Thank you for joining in and joining me and listening and playing along with me. And let's go make that money. All right. I can't wait to get through March and get to get to the in the March or April and see how everyone has done.

01:08:45:19 – 01:08:50:30

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It's going to be amazing and it's just going to be amazing. So we just can't wait to do that.

01:08:50:30 – 01:09:08:57

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So if you found value in this episode, of course I want you to leave a review. It's right there in the in the show notes. And if you're not on the show notes page, which is unmarked at business.com/podcast, click on the episode and you'll see the show notes there.

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I want you to be able to leave a review if you found value. If you really like it, share this with your friends. And if you don't want to miss a single episode, you need to subscribe.

01:09:20:56 – 01:09:26:52

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That's all I have for you today. Thank you so much for joining me and I will see you next time that go make that money.

01:09:26:52 – 01:09:55:38

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See you next episode!