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- [00:08:00]** Welcome to Eventual Millionaire. I'm Jaime Masters and today on the show we have Paul Elliott. You can check out his site, but he's a serial entrepreneur. He runs UniqueCoreSolutions.com, real estate investor, all sorts of fun and amazing stuff. We started chatting for a long period of time and I was like, "Okay, we need to start recording so that way we can get all the good information." Thank you so much for coming on the show today, Paul.
- Paul Elliott: No worries. I'm excited. I'm all hyped up. Do we crack jokes that people don't get? Because I'm never sure if jokes carry across the ocean.
- Jaime Masters: That's the plan. Totally. Only here. Only to Austin, Texas. Everybody else will not get it at all. I love it and that's all that matters.
- Paul Elliott: All right. Well, I'm psyched. I'm really pleased to be here.
- Jaime Masters: I love it. So tell us what the heck Unique Core Solutions is. Because you wrote on your expertise that is your expertise. I was like, I don't know what that means. So tell me more.
- Paul Elliott: Yeah, well let me tell you the background because then it makes more sense. I spent the last – let me go really way, way, way back. I came out of college – so we're going a long way back, you know, dinosaurs ruled the world and all that stuff – and I went into my first job, because I was raised in a family which was all about work hard, get good grades, get a degree, go get a good job and all that kind of stuff.
- [00:09:10]** I did that. I remember walking up my first day at work and I was there well in time for the 9:00 in the morning everyone's starting. Sat down at my desk. Within an hour, I was bored. I was like, there is no way I am going to do this for the rest of my life. So, consequently, I didn't last. Then I got fired. Then I needed another job to pay the rent, so I took another job and I got fired again. Then I took my third and final job I've ever had in my life, and got fired again. At which point, I started my own business.
- Jaime Masters: Third time's a charm, awesome.
- Paul Elliott: Yeah, well, I – and this is where it kind of gets a little bit crazy because nobody at school ever says to you that if you're going to start a business, here's what you need to know. You know, here's
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the skills you're going to need and everything else. They just – so you have no idea. Nobody in my family had obviously ever had a business. So if I spoke to them, they didn't have a clue. They just were just employed people and always have been employed.

[00:10:00] So I just thought well, obviously, I'd start a business. What's the most important thing you need when you start a business? An office, clearly. Of course, the address of the office is absolutely paramount. So I decided I was going to have an office in Leicester Square in London. So I don't know if you've been to London. I don't know if you've been to Leicester Square. It's where they roll out the red carpet for all the previews and films, everything else.

Jaime Masters: I have.

Paul Elliott: Yeah? So it's like the most expensive real estate in the country and I decided that's where my office had to be because that was obviously going to be the reason I would be successful is **[inaudible] [00:10:27]**. The office was literally a tiny cubicle painted gray with a gray filing cabinet, a wooden desk, and a telephone system which was state-of-the-art at the time. The littlest thing, you know, depending what time of day you rang, it would leave different messages. It could say, "Paul's out," it's in the morning. Or "Have a good day," or "Have a good afternoon. Go get yourself a coffee." It was a really state-of-the-art phone system. The only thing it never did, of course, was ring.

[00:11:00] So it got to the point where I would literally ring my own office from my flat in Clapham, south of the river, so that when I got in I'd see a little red light on the phone. I'd be like, "Oh, somebody loves me. They've left me a message." Of course, it was me, so that's how sad it was. Eight months into this thing, this is how slow a learner I was. Eight months in, I ran out of money. Or I should say, my flexible friend ran out of money – my plastic cards. I was like, "Ooh, I can't pay the rent." I remember ringing the people that ran the building and saying, "I can't pay the rent this month and I need to get out of this contract that I've signed."

They were like, "No, that ain't happening. You're liable. You need to find the money." I had this conversation with this woman on the phone. In the end, I said, "You know what?" I said, "Look, I'm really asking for your help here." I said, "As one human being to another, I need a break." She said, "Come and see me." I had to come out of my building into another building in Leicester Square.

I went and sat down with her. By the time I got to her, she was ripping the contract up.

Jaime Masters: Wow.

Paul Elliott: She said, “Look, I get it. I wish you all the success. Once you get back on your feet, come and have a chat with us again,” and I walked out.

[00:12:04] Two, or a couple days later, because I reflected. Obviously, I gave her a big hug and a kiss and I thanked her. “Thank you so much.” I walked out. Then I sat and thought about it. I thought, what changed? She started out as a real, kind of hard-nosed business person. “No, you signed a contract. That’s it. The Devil’s going to take your soul if you try and get out of it type stuff.” Then it shifted. That really got me interested in influence and that’s where everything began. Because once I kind of got interested in influence, that was it. I mean at school, I was good at school. I was academic. So I was like, okay, let’s start with all the books.

So I’m reading all the books on influence. Then I got into psychology, marketing, sale. Then I started tracking people down. So I went out for lunch with Robert Caveney, you know he wrote the book –

Jaime Masters: Oh, of course I do.

Paul Elliott: Yeah. He came to London. So I was like, the dude’s in London, I’m going to go see him. So I went to see him and said, “Look, can we grab some lunch?”

Jaime Masters: Wait. He said okay for you guys going out for lunch because you –

[Crosstalk] [00:13:00]

Paul Elliott: Yeah, well, here’s the thing. He was running a seminar. So I also – I spoke to the promoters and I said, “I’ve read his books. I’ve applied everything he’s got in there and it works. This stuff’s brilliant. I listened to the interview that Tony Robbins did with him. I thought it was fantastic and it gave me some more ideas and I’ve used all of that and that’s brilliant. I’ve got my own ideas I’ve developed from it. So what’s in the seminar?” They said, “Oh no, it’s all new stuff. It’s all great.” I said, “Cool, I’ll have a ticket as well then.” So I turn up on the first morning, sit down, and Robert – God bless him – he knows his stuff but he isn’t academic.

I would say halfway through the first day, I'm like, this is all in his book. So I went over and said, "Excuse me, this is all in your book." I didn't come all this way for what's in your book," sort of thing. So a little bit of leverage there. So I said, "How about we go out for lunch and you tell me stuff that isn't in the book?"

Jaime Masters: That's so impressive though. Usually we like grovel at authors and be like, "Oh, it was amazing! Can we take you to lunch? You're amazing!"

Paul Elliott: Yeah, sign this for me, yeah.

[00:14:00]

Jaime Masters: You're like, "No, this wasn't good enough. You need to –

[Crosstalk]

Paul Elliott: Yeah, exactly, yeah. Where's your game, dude?

Jaime Masters: That's impressive.

Paul Elliott: I'll tell you something that's even more impressive. This will sound like I mean name dropping. We went out, we start talking, and I said, "I loved your book and here's what I've done with it." I started talking and he was like, wow. And he literally get's a notebook out and starts making notes on what I'm saying. But hold on a minute, I came here to talk to you and interview you and talk to you, not the other way around." But yeah, he was a really cool guy in the end. But influence is a big thing. So from there, I then got involved in neuro-linguistic programming, NLP, which I'm sure a lot of people, a lot of your listeners are familiar with.

That obviously through Tony Robbins, through a guy called Ed Strachar, who's still rocking around. He's now a spiritual type guy. I see him on Facebook. But at the time, he was teaching a speed-reading course. You know, one of these read at 20,000 words a minute type thing. I actually flew to Singapore. He was doing a seminar in Singapore. I met him in Australia on a diving trip.

[00:15:00] He's the one that told me about NLP and about Tony Robbins and Richard **[inaudible]** and people like this. So we're jumping around a little bit. So I do go off on tangents, so I apologize.

Jaime Masters: Well, ADD entrepreneur, I get it. What year was that though? What year did you do all that?

Paul Elliott: Oh, God, that was in the '90s. Yeah, we're going back a few years. I've been around a while. So I remember getting back to shore, because Ed had kind of inspired me with this stuff. My other big passion is martial arts.

Jaime Masters: Really? Mine too. Awesome.

Paul Elliott: Yeah. So, I'm into [inaudible] [00:15:27] karate. So I thought I could use this to help me with karate competitions specifically. So I go back; I've got unlimited power [inaudible] okay, this, this is good stuff. So I kind of took all of this and then said okay, I'm going to launch an NLP business. So I did the whole NLP stuff, launched the business. The way I promoted it was to run free tastes of it. I want to reach people, I want to share ideas, I want to make a difference. I can't do it one-on-one, that'll take too long. So I would need to do it once a minute, so I need to learn how to speak from stage.

[00:16:00] There was no point just speaking from stage, because obviously everyone's had that teacher that bores you to death like in *Ferris Bueller's Day Off*, where everyone's kind of like zoned out, hypnotized, but drooling in a bad way. So I wanted to be able to do this in an interesting way. I want to entertain people as well. So I kind of started learning these skills. Then we ran this advert – like, you know, you've talked about you've interviewed how many millionaires now?

Jaime Masters: Almost 400 yeah.

Paul Elliott: 400 yeah, more than me. But I started out – because the big thing in NLP was modeling. So I literally, this is way before the internet exists in its form today. So I wasn't really using the tool in the early '90s. I used to stalk millionaires. Literally. I'd start by doing it the polite way. You ring somebody's office and say "Can I speak to such and such?" I tell you, to a person, every one of their personal assistants, secretaries, whatever you want to call them always said, "No, no, they're busy." "Okay, can I call tomorrow?" "No, they're still busy." "How about next week?" "They're still busy." "Three months from today?" "No, they're still busy." Okay then.

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- [00:16:58]** So the way around that was to rock up to their offices and oftentimes, particularly if they were men and they were running a reasonable sized business, they would have their private parking space. So you knew who ran the building. You knew who ran the company. I just hanged out by their car. So when they came out and be like hey.
- Jaime Masters: You really were stalkerish.
- Paul Elliott: Yeah, I really was a stalker. I didn't get arrested, thankfully. But I stalked them. And I used say look, I need your help.
- Jaime Masters: Yeah, I was going to say, how do you get somebody to pay attention to you?
- Paul Elliott: Well, this is influence again, isn't it? It's like if you come in guns blazing, pretending to be something you're not, then obviously it never works. But what I found was a really good approach was just to say "I really need your help. I just want 90 minutes of your time." So make it very specific. It's not like I want to go on and on for months and years. I'd like 90 minutes of your time. You name the restaurant. You name the time. It's all on me. I just want to go sit down with you and ask you some questions about how you achieved the level of success you've achieved. When I put it that way, nine and a half times out of ten, people said yes.
- Jaime Masters: Really? So that's really interesting, especially because nowadays they talk about give first, give first, give first. You're like, "Oh, by the way, I need your help."
- [00:18:00]** "I'll pay for dinner but I need your help." I'm surprised they said yes even then. I mean, of course, that was a little while ago too and it might be a little bit different.
- Paul Elliott: Yeah, but I think in one way it was giving attention. I guess because the internet wasn't really how it is today, so it wasn't that everybody talks to everybody all the time and everybody's a fan of everybody's baby. There was that – you know, and especially with men. They're all driven by ego, status, significance. So to kind of almost put them on a pedestal is like, "Oh, yeah, yeah, I'm very successful. Yeah, thank you very much." So they were happy to come out. I would say in fairness, the majority of them actually paid for dinner. So even though I said I would pay for it, when I sat down, they said they'd pay for me. And that's what I did.
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I used to just treat it as kind of a modeling project. It was like, I want to know what your beliefs are. I want to know what your structures are. When you sell, how you got in to market. So that's what I did. I had this then recipe of how – and you know, yourself, you've spoken to so many people who've achieved a certain level of success in property or in business. There are patterns. There is no doubt there are patterns.

Jaime Masters: Definitely.

[00:19:00]

Paul Elliott: And they soon become obvious. And so it's like right, I want to share these patterns with the people because this is kind of compressing decades into days, as Tony Robbins would call it. So that's what I did. And here's where it got really interesting. Because I thought **[inaudible]** **[00:19:11]**. So I ran an advert and the advert just said "Notes from a Millionaire" and it invited people to a free event in a hotel in Victoria, actually, in London. So 70 people turned up this one Tuesday night.

Jaime Masters: Wow.

Paul Elliott: Yeah, I mean, this was in the early days, this was before seminars really kicked off in the U.K. 70 people turned up; I did a two-hour presentation. Everybody loved it. At the end of it, I said, you know, we're running this three-day seminar. Here's the price. Everybody go over to the back, go buy it. And guess how many bought?

Jaime Masters: I hope it's zero. No.

[Crosstalk]

Jaime Masters: We like hearing these stories because it makes us feel better when zero people buy.

Paul Elliott: But of course, I'm sat there with my wife and with the two guys who were more than happy to work with me. It was like okay, so how many adverts at £3,500 can we afford to pay for if nobody buys it? It's like, something needs to change.

[00:20:00]

Jaime Masters: It was £3,500 pounds for the 70 people for the advertising? Wow. See, Facebook adds people way cheaper nowadays. Thank goodness.

Paul Elliott: Oh, God, yeah. But that didn't exist. This was literally print ads in the *Evening Standard*, which is still a popular paper. So I took out like half a page and that's what it cost at the time. It was a crazy thing. And again, your flexible friend comes to the rescue when you've got nothing. It was really interesting because I remember at that time, there was a company who've since gone out of business, but they sold computers. They had this incredible deal where you could literally walk into one of their stores, walk out with the latest laptop with nothing done and nothing to pay for nine months. I always told all my friends that they are the entrepreneur's friend.

They are there to get you started. It's like you walk in, you walk out with a laptop, you're set.

Jaime Masters: Oh, my gosh. And then you have to return it nine months later because you're like oops, here you go. Sorry. I made some money.

[Crosstalk]

Jaime Masters: Thanks. All right. So let's, so keep going. Because I want to know, especially because what you're doing now, I want to make sure we have enough time to carry on with all the stuff that's going on now, so keep going.

[00:21:02]

Paul Elliott: All right. So what then happened was I went okay, look, if I'm not understanding this in terms of influence one-on-one seems to be working, influence one-to-many isn't working. We need to find people to do this professionally that do this very successfully. So again, the whole modeling approach. Find people who got the result I wanted and that's exactly what I did. Now at the time, there was not really anybody in the U.K. who was doing that. It was more – in America, certainly. It was more well established, plenty of people doing pitch speaking, as you might call it. So I thought I'd look at somebody American.

It didn't take long to realize there needed to be a structure to the presentation, there needed to be certain elements of scarcity and everything else in it. So I started doing that. I got really good. Then around that time, as I was getting good, I was running out of

money really quickly. This is where things – sometimes they’ll be like, talk about the spooky stuff. You can’t explain it. Just stuff happens. Now in this case, a friend of mine rang me. He’d got a business also selling education-type product.

[00:22:00] He said, “Look,” he knew I was heavily involved in property or had been. He said, “Look, I want to launch a property education. Will you come and help me?” So I went to help him because he had plenty of start-up capital. I didn’t have any. And he was running adverts and he was starting to fill rooms and he needed somebody to convert the rooms. So I literally, in one respect got another opportunity, in another respect got a whole laboratory to test everything I thought could or would work.

Jaime Masters: So you were just learning beforehand and then you would have had to try and figure out a way to actually sell – well, get more advertising money so that way you could –

[Crosstalk]

Paul Elliott: Exactly, yeah, yeah.

Jaime Masters: And then it sort of all collided for you.

Paul Elliott: But it also collided –

Jaime Masters: Test it out on someone else’s stuff. That’s even better.

Paul Elliott: Exactly. Yeah, use someone else’s money. So I did that. I worked with him for a year. I said, “Look, I’ll give you a year.” And we basically did what? £3,000,000 in sales or something.

Jaime Masters: So apparently your education paid off. My gosh.

Paul Elliott: My education paid off. My self-education paid off, yeah. And literally, I took a presentation that he had written by somebody in the States and I delivered that once and I went back to him and I said, “This presentation sucks. Can I change it?”

[00:23:00] He said, “You can do what you want with it.” So I literally re-built it and then just started testing little things. And so it started out, we probably converted 10 percent of the rooms for a £2,000 product. It was a reasonably high ticket. Within about six months, maybe a little bit less, I was getting 20 percent of the room.

Jaime Masters: That's impressive.

Paul Elliott: And that was just changing **[inaudible]** **[00:23:21]**. Yeah, so that therefore meant I suddenly really understood influence. I've done a lot of speaking from stage since and a lot of selling from stage since and there are things that make a difference. That's really what I've injected into Unique Core Solutions. By then, because also when the internet took off, I went, I wonder if I can do this online? Like a webinar. Well, what's a webinar? It's a sales pitch. It's exactly the same, I'm just not on a stage. So I started doing that and it worked just as well.

Jaime Masters: Okay, a thousand questions. Okay, so. Well, because webinar – so everybody talks about this stuff, right? They know, they've probably heard of influence, the book and have learned a lot of tactics, right?

[00:24:01] But I feel like there's a disconnect between just testing a bunch of tactics. Because like you said, you changed a bunch of things. So they're like, "Oh, I heard you changed a bunch of things. I'm going to come up with a good idea and then I'm going to change some things and it'll eventually work." Then people come back to me, "Oh, it didn't work." You know what I mean? So what can you tell us, top-level view for now, to make sure that when we do go out and try and sell, we're hitting the right stuff or have the right overarching goals instead of just a tactic approach?

Paul Elliott: All right. There is certainly a structure to your presentation. Within there, I think there wouldn't be anything that people haven't already heard.

Jaime Masters: Yes.

Paul Elliott: Maybe the order might be slightly – but they wouldn't have heard – what I would say is one of the things we did start to do – we started to bring in other speakers. We wanted leverage. We kept bringing people who were very accomplished speakers and they would suck at selling, so they didn't last very long.

Jaime Masters: Yes.

Paul Elliott: And we would bring in accomplished pitch speakers and give them the presentation and they would get good results.

[00:25:00] But they didn't get the results I was getting. Interestingly, I was in South Africa a couple years ago and doing like a little, mini-tour and it was a number of locals – local talent there in some of the speakers. When the guy who was hosting the whole thing, he used to get up in the beginning and he was real motivational, real entertaining, lovely, lovely guy. I remember having a chat with him after one of the events and he was saying, "I hate selling." I said, "Man, I can tell." I said, "As soon as you start selling," I said, "your whole energy shifts, everything changes, the audience feels uncomfortable and that's why you're not getting the results you want."

He said, "No, but I hate it. I feel like it's just ew. It's horrible. I said, "Okay, look. Here's what's missing." And this, when I've spoken to people, even if they're good at selling from stage, here's what makes my results better. It's got nothing to do with tactics.

Jaime Masters: Yes.

Paul Elliott: It's to do with belief. See, I have a very, I have a core belief that whatever I'm doing is going to transform your life. Otherwise, I wouldn't be doing it, because I'm here to make a difference. First and foremost, I'm here to make a difference. I'm not here to make money first. Money's important. It's got to be in the mix, absolutely.

[00:26:00] But I'm here to make a difference first. So therefore, I need you to come on a journey with me. But the only way you can come on the journey is if you buy the ticket. Because otherwise you're going to leave and you're going to go back to your day-to-day routine, back to your normal life, back to your normal environment, and shit all is going to change. Ten years from now will be exactly the same. You'll just be ten years older with more gray hair, more wrinkles, feeling more sorry for yourself. You've got to change and that transformation has to start now. The only way it starts is you come on a journey with me. That's my core belief.

So I have to do whatever is in my power to get you to make a decision to step up, come on this program, whatever it might be at the time, and therefore come on this journey. Because it's going to change your life and you're going to start seeing the results that you want to see show up in your life. That's what makes a difference. I genuinely care about people and I have this absolute core belief that it's a journey and you've got to come on this journey with me. See, when I share those beliefs with people, if

they ever say come on board, their results change without anything else happening.

They could deliver exactly the same presentation, but because they're coming from a different place and a different set, if you like, values and beliefs, then the results change.

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Jaime Masters: How do we –

Paul Elliott: And people get it. I've had people – I can be – there's what? Probably 20 different ways you can clothe and some of them can be very – in the U.K. they'll say, "Oh, we don't like all that American stuff. In your face and this, that and the other." I've met Americans who say "We don't like all that American stuff in your face." It's **[inaudible]** **[00:27:19]** it doesn't change. So but I've had people come up to me afterwards and say, "You know, if anybody else had said to me what you just said to me from stage, I'd have told them to, you know."

He said, "But somehow, you saying it, you're right. I have to do this." The difference is I genuinely care and this is a journey and you'd better get your butt on it.

Jaime Masters: So there's such a difference between like used car salesman who's just trying to get you into a car because they're trying to get you in a car.

Paul Elliott: They want the commission, yeah.

Jaime Masters: Yeah, and somebody who actually is like, "I want to fit the right car for you. And if you don't buy one from me, that's okay. But as long as you're happy, we're happy."

Paul Elliott: Yeah.

Jaime Masters: How do you do that yourself? Because it's very different when you're the product. If you're selling the car, and you're like, "I'm just glad you're happy that you're with that."

[00:28:00]

But when it's you, a lot of the times, especially people that are newer and just starting, they don't have that. They might be like, "I know I will help you the best humanly possible, and I'm pretty sure this is going to be awesome," but you saying this, you could

tell. Hardcore belief, said this before. Like know it. How did you get from the beginning to where you are?

Paul Elliott: I think there's a couple of things. One is actually there's – to quote Tony Robbins actually, because I remember going to his Date with Destiny program, I don't know, in 1999 or something. He walked out and the first thing he said was, "The level of success you'll achieve in your life comes down to the amount of uncertainty you can comfortably handle." So what you're referring to is uncertainty, right? Do I believe in myself? Do I believe that I can help somebody get a result faster than they could get it on their own or even get a result they couldn't get on their own, you've got to know that.

I absolutely know I can get a result for somebody, help them, support them, get them to it, than they ever could on their own and much faster than they could on their own. So you've got to believe that. I think the second part is, it's not about you.

[00:29:02] It's about them. So the focus is on the client. Focus on the person you want to help. So it's almost like you're just a messenger. It's not about you at all. You're just delivering the message. You're not the message. Does that make sense?

Jaime Masters: It totally does.

Paul Elliott: So that's how I feel like it is, yeah.

Jaime Masters: When stepping out of yourself – because otherwise we get in our heads and we're like, oh, I'm not good enough, and all those thousand other things.

Paul Elliott: Yeah, totally. Which is a human thing to do; everybody does it. But yeah, you've got to get out of the way of that. Because that is literally getting in your own way, yeah.

Jaime Masters: See, I remember my first mentor. Because when I very first learning, he's like, I want you to charge \$150 an hour. I remember going, "I'm 24! No!" And he goes, "Just tell them you'll give them your money back if you don't." And I was like, oh that's helpful. Because if they're not happy, I just want to make everybody happy. So that was the only thing it took. I will do whatever I can and if not, I'll give you your money back. That made me feel so much better in saying whatever the pitch that I needed to say was.

It made all the difference in the world for my confidence. Because otherwise I was like, “Oh, you don’t have to,” because I came from Kirby vacuum cleaner sales, which is horrible to try and learn some of this.

[00:30:00] So I had to unlearn all that stuff to try and learn and actually care about people. So I would love to do this. Because we are going over what you’re really, really good at. I feel like people ask me this question a lot, especially online nowadays. You have such a history for this. So how do we – let’s say somebody is selling a coaching program or whatever it is, and they want these high-level clients that are amazing and awesome, but they have no list, they’re not doing like – they don’t have £100 to do an advertisement. They have something. They know that their message and what they teach is absolutely amazing and will change people’s lives. What would you do?

Paul Elliott: If I had zero money?

Jaime Masters: Well, you have – let’s say \$1,000. You only have \$1,000.

Paul Elliott: Okay, \$1,000. Yeah, okay.

Jaime Masters: That’s something.

Paul Elliott: Yeah, well, I guess the way – a couple of ways to approach it. If you’re going to go down the route of doing everything yourself just to get things going, you could do that with \$1,000. Certainly today, I mean, the internet just – barriers to entry gone.

[00:31:02] You might have a bit of a learning curve in terms of slapping up a website, learning a little bit of WordPress, basic stuff. Because ultimately, everything is about conversion. So people talk about getting traffic to their website. You don’t have a traffic problem; you have a conversion problem. You have people saying, “Well, how much can you spend on advertising?” Well, as long as it’s possible, I can keep spending all day long for the rest of my life.

So that’s really always a conversion problem. But then most of conversion – I mean, online is a little bit faceless, but if you’re moving them to an appointment, particularly for the high-ticket stuff where they’re booking an appointment with you so they’re getting on the phone with you, then it’s really about positioning.

Jaime Masters: Okay. So how do we even get them on the phone with us? Because I love that. I do that too, right? I feel like I'm really good at selling on the phone. But a lot of people that don't have a list yet, even if they have a website, are like, "How do I get those right people to hop on the phone with me and know and trust me and where do I find them?"

[00:32:00]

Paul Elliott: Yeah, yeah. Well, if I've got \$1,000, then I'm definitely putting it on advertising. Whether that's Facebook, Twitter, LinkedIn, it doesn't really matter anymore. Take a guess. If you're not sure, split it between all three. But you can super-target. If they're not high-net-worth people, then target people who are high-net-worth. Facebook will tell you all of that. They have partnerships with credit agencies and everything else. So they can give you very drilled detail. And then obviously you're pointed out in front to those people.

Then literally, I mean, positioning comes back to you as an individual as well in the sense of your confidence in yourself. Yes, there is the psychology aspect behind it. So, you know, from generalist at the bottom which is kind of nobody, to celebrity authority at the top, which is where you want to be. So become a celebrity and – but then people need to be familiar with you. So that's about putting some content out. Really, then it's down to do a little bit of research. The people you want to work with, the people you want to help? What do they want to achieve?

What are the problems? For me, I love it when I reach people and I tell them a problem they don't even know they've got.

[00:33:02]

Because that immediately makes you the expert.

Jaime Masters: I can't **[crosstalk]** you said that. They said if you can describe the problem better than they can?

Paul Elliott: Better than they can, yeah.

Jaime Masters: Then they think you're the solution.

[Crosstalk]

Paul Elliott: Yeah. But it's sometimes, it's even if they don't even know they have a problem. So, for example, right now, the baby boomers are

retiring. Pension schemes or 401(k) plans as I think you call them, are just, for the most part, nonsense. There's a scheme in the U.K. where they now made it law that if you employ one person, you have to provide a pension scheme for them. Like why do I care about their financial future? They should be taking care of their financial future. But I have to provide a pension scheme for them.

But then the amount of money being paid into these schemes, they're called workplace pensions, is so tiny and the growth of these people who are fund managers looking after them, no one is ever going to retire on this money, ever.

[00:34:03]

They'll be lucky if they could buy a Starbucks coffee when they retire with this thing. It isn't ever going to work. So you've got all these people going, well, I'm paying this money into the pension, that's all I need to do. I'm going to hit 60, 65, 70, then I'm going to be able to retire. It's like, no. So when you make them aware that's a real problem that they didn't even know they had, then they're like, "Oh, my God. What do I do next?" Was I right? Now you need to take control of your own financial future. You either need a business, you start trading your own market, trading your own account, or you need to start buying real estate in the right way. That's the other thing.

Jaime Masters:

I see.

Paul Elliott:

You get people going, "Well, I need to buy property. I need to buy real estate." Great. So what'd you do? "Well, I went and bought all these properties and none of them cash flowed and then I went bankrupt." That's not a good strategy is it, really? So then again it comes down to, it's like look at patterns. I'm a big fan of Harry Dent, you know, the economist? So he's all about the demographics. I'm a huge fan of that. I've brought that and translated it to what goes on in the U.K. and what goes in the markets here. I look at different regions of the U.K. The southwest, where I live is an area where a lot of people retire to.

[00:35:03]

But it's also a very popular area. So there's a lot of younger families coming. So you go, okay, so what kind of properties are they going to need? You've got two big demographics there. What kind of properties are they going to need? And the house prices continue to rise, which they have done for now and probably will for the foreseeable future and they can't afford to get in them. They're going to have to rent. So therefore okay, there's a

problem. Can I provide a solution? Can I help and make it even easier for them and say okay, look, I'll put you in a property.

You can rent it, but we'll right out and sign an option so you can buy it at some point in the future, then you own your own home. Now they love you. This isn't oh, I'm just renting from some horrible, scheming, nasty landlord. This is actually somebody who wants me to buy this property and make it my own home. Which is a win/win. Because they then look after the property better than they would if they were just a tenant. And, of course, now you're helping them achieve a dream or potentially to achieve a dream at some point in the future. You know what I'm saying?

Jaime Masters: So finding out what they want.

Paul Elliott: Finding out what they want.

Jaime Masters: So let's bring it back to – because a lot of people, especially with the ads.

[00:36:00] If they have \$1,000, they're like, "I don't know what to put." And if you're – this is what I want from you. So the influence side, how crazy are we getting after we figured out what they – let's say we know exactly their pain and their problem really, really well. We can describe it better than them. How do we actually get them to click on an ad to fill out a thing to talk to me on the phone. You know what I mean?

Paul Elliott: Yeah.

Jaime Masters: That's the place where everybody gets stuck. Assuming they have the belief first, you know what I mean?

Paul Elliott: Yeah, okay. Well, first of all, headlines that are questions work well.

Jaime Masters: Okay.

Paul Elliott: So put the problem in a question. Like, for example, "Do you think you'll ever retire?" "Are you aware of the retirement crisis?" So anything that kind of highlights, oh, I should pay attention to that. What I have found with Facebook is images make a huge difference. I don't understand why, but we've played around with all sorts of different images for different promotions and just – the image doesn't necessarily relate to what you're doing.

[00:37:02]

Jaime Masters: Okay.

Paul Elliott: Like in the sense, we tested pictures of chickens with “Will you ever retire?” and it worked. But it’s like – I think the chicken just stands out. It just gets their attention amongst all of the other stuff that’s going on Facebook at the time.

Jaime Masters: Because we’re so inundated with ads, we might as well just shake it up.

Paul Elliott: Yeah, totally. It’s like a pattern interrupt, isn’t it? So I think that probably gets their attention and then that gives them enough time to read the headline and go oh, yes, I should pay attention to that.

Jaime Masters: How did you make a choice to pick a chicken though? You know what I mean? How did you make a choice to pick random things that just testing wise.

Paul Elliott: Purely the idea of pattern interrupt.

Jaime Masters: Okay. So at least you had a plan going into it. Going I want something interesting.

Paul Elliott: Yeah, so it’s still influence. It’s like, I need to get their attention first. How do I get their attention? Well, if everyone – it’s what’s his face – purple cow.

Jaime Masters: Seth Godin.

Paul Elliott: Seth Godin, yeah. It’s like everyone’s got black-and-white cows and you’ve got a purple cow, your purple cow stands out. So it’s that idea really, which is a pattern interrupt idea. Tony Robbins has made a science out of pattern interrupt. So just listen to him for a few hours and you’ll get some good ideas.

[00:38:05]

Jaime Masters: Oh, it’s ridiculous. Yeah.

Paul Elliott: Yeah, completely, yeah. And so that kind of works. And then once they click, then hopefully where are you sending them. And I’m sure they’ve heard this stuff before. It’s like where are you sending

them? Is there a lead magnet of some sort? Is there some action you want to take? Do you want to register for a webinar? What is it when they get there? What is it you want them to do? And then what's really cool now, of course, is it used to be that when they clicked the ad, that was it, you had one shot. Now you don't. If they've gone to your page, now you've got the whole re-targeting.

Jaime Masters: Yeah, re-targeting. So this is the thing. I think they know very similar the, you know, the standard funnel. But I haven't talked to anybody that really goes all in in the depth of the psychology behind it. Because I feel like we're just sold. You do an ad, to a lead magnet, to a webinar, to a this. And then people try it and they don't have this basic stuff that you're talking about, which is hey, what do they actually care about? How do we do pattern – how do we make sure that these little things really add up to a greater whole instead of just randomly going, I think they want this.

[00:39:04] This sounds like a good lead magnet. Then we create it and we did it and now my ad costs are ridiculously expensive and I don't know why.

Paul Elliott: Yeah.

Jaime Masters: So tell me more about the process, so that way we can dive in a little deeper.

Paul Elliott: All right, yeah. So first of all, it's like obviously paying matters. Think about what is it people want and I've come back to Tony Robbins a couple times here, but I found his six human need models very useful. People want certainty. They want variety. They want significance, connection/love, growth, contribution. Certainty is huge. People pay a lot of money for certainty. When you start getting into very wealth to like higher wealth, seven figures and so on, you will find that people, especially men, will pay for significance. So having an exclusive mastermind.

They want to pay more. I've got somebody at the moment, who I was just chatting to. I go to breakfast networking events and so on and meet lots of people because I just like meeting people.

[00:40:00] I was chatting to this guy and he designs his own watches. I'm like, wow. He was telling me about all the work that goes into the design and the make of it. I'm like, this is fantastic. I went and looked at his website when I got home and the first watch I saw was like £150 or something. I was like –

Jaime Masters: But wow.

Paul Elliott: I was like – exactly. I was like, really? Who’s going to buy that? So there was a disconnect between his passion, the work that went into it, and the price. Because he’s thinking I need to be cheap. Like no. You’ve got this all wrong. I don’t buy a watch to tell the time.

Jaime Masters: You’re like, let me help you, sir.

Paul Elliott: I buy a watch to show people how significant I am. So it’s like, put a couple more zeros on the end of that price tag and people will buy it.

Jaime Masters: But that’s what I think people don’t understand. We’re so busy in the features. We’re so busy in the trying to make it valuable. Because I feel like that’s what we’re sold for mass advertising. Like oh, this is sort of the regular thing. But there’s so many nuances to it. So I love this. Keep going.

[00:41:01]

Paul Elliott: Yeah. So and **[inaudible]** with advertising, particularly. I’m sure you, as a woman, have had guys hit on you.

Jaime Masters: A little bit, little bit.

Paul Elliott: Yeah a little bit. And I’m sure there have been some guys – not all guys – but I’m sure there has been some guy whose interest was how quickly could I get this person into a bedroom into bed.

Jaime Masters: Yup.

Paul Elliott: So if you are having an advert on Facebook and they’re going straight to a lead magnet, that’s kind of the same. So first of all, as John Gray wrote *Men are from Mars, Women are from Venus*. He used to say “warm up the oven.” So your advertising should warm up the oven. So how about the longer posts? Show them content. Show them to a video which just shows them how great you are. When I say how great you are, in a sense of demonstrate your expertise. Do stuff like that first. Because you know they visited the page because we can re-target them now. So we don’t have to go for how quickly can we get them into bed?

[00:42:02]

We can go for let's warm up the oven a little bit because we can re-target these people. So let's do that. Let's show them a written article. Let's turn that into a video. Let's maybe strip out and do a podcast. So there's this whole – in NLP terms they call it modalities. What you see, hear, feel, taste and smell. Obviously taste and smell doesn't work on the internet. So what you see, hear has an impact in terms of how you feel. So let's show them articles. Let's demonstrate. And articles which connect the dots for people.

I work with quite a number of financial advisers in this country and they're like, how do I promote this to high-net-worth people? It's like, it's real simple. You've got to connect the dots for them. You've got to say to them, "Look, this is the problem. Here's where you are now. This is what's going to happen." And anticipating the future. "This is what's going to happen and here's the consequences of that for you." And then they're going, "Oh, wow. This guy's smart." You're connecting the dots.

Jaime Masters:

I love this.

Paul Elliott:

That's what makes you authority, yeah.

Jaime Masters:

Oh, my God. Okay, so it's funny. Because we're doing new guides and stuff like that. I'm like, "Oh, I have a perfect – okay, yeah, okay. I'm getting –"

[00:43:00]

Paul Elliott:

Because people just ride off and they go, oh, content marketing. Then they just – they'll spend months agonizing over a 25,000-word article and they've put it out and then they go, "Google loves this." It's like Google don't pay my checks. So I don't give a bleep if Google loves it.

Jaime Masters:

A thousand times over. I love this.

Paul Elliott:

They've already got their billion.

Jaime Masters:

No kidding. So when we're looking at connecting the dots, how can we do that the best way possible? Like how can we make sure that when we do that –

Paul Elliott:

Okay.

Jaime Masters: All right, you get it. Go.

Paul Elliott: All right, yeah. This is researching your client. When you start looking at who you want to target, then it's very much – I call it mapping the gap. I used to do this on stage. I'd start talking and I'd say to people, "So, you know, maybe where you are right now is you struggle to get clients in the door. You've still got to generate leads. You've still got to make appointments. You have people cancel appointments on you after they booked them. You're thinking, damn, that was potential money. That was potential rent money or whatever." I say, "Maybe all these kinds of things are happening for you. That's here and now. But maybe where you want to be," and I used to walk across the stage to the other side.

[00:44:03] "Maybe where you want to be is in a place where you don't chase clients anymore, they chase you." You take their call if you feel like it. You want to get out of bed that day and take somebody's call, you do. If you don't, you just sit back, chill, have a \$60 coffee or something." It's like – so you get the idea? And all of a sudden there's this gap. You've got a business, maybe you're in a place where your business runs systematized. It's 99 percent automated. So maybe you want to be in that place and now it's generating income. It's a lifetime money machine for you. So there's this gap.

So you want to know what that gap is for your client. So where are they now? Where do they want to get to, the desired results? And then you just look at that gap and go okay, what are the milestones? What do they need to do to get there?

Jaime Masters: I love this. Okay, so.

Paul Elliott: You start breaking it down.

Jaime Masters: Yeah, and so and it makes perfect sense. Because if you're going, I can describe your problem way better than you and by the way, if this where you want to end up? Awesome. And then I know the main milestones. They're like oh, my gosh. This person is so smart. And they're not trying to sell me anything right now. I actually trust them. Okay.

[00:45:05]

Paul Elliott: Then if I'm writing an article about that, I might pick one of those milestones so I can ask them about it. But I'll go – I'll link it. You've got to make it relevant. You've got to link it back to where

they are now and say, “Look, if you continue down this path,” you’re pointing out the consequences of doing nothing. And you’re kind of saying, “If you want to get there, this is important. And here’s what’s going to” – and if you can then find some stats or something to back it up, which is why I like demographics and everything else and what’s shaping the world at the moment and what are we seeing politically and how does that have an impact on things?

And then you’re just connecting all of that. You’re saying, “This is the consequences of this. This is the consequences of Brexit. This is the consequences of Trump becoming President. This is the consequences of building a fence or a wall or whatever it is.” I had a friend – I talked to a friend of mine today. He’s a mentor, actually. He’s a billionaire entrepreneur.

[Crosstalk]

Jaime Masters: All right, keep going.

Paul Elliott: Yeah, oh, I can’t say too much. You’ll slap me. But we were having a chat this morning and one of the companies he wants me to get involved with is a travel company.

[00:46:00]

He said it’s one of these like buy a membership type things and you get discounts on various things. For example, he said, “Look at this. You can go to Mexico on \$200 and spend six months there or something by the ocean and it’s like all 5-star all the way.” I said, “Yeah, I said great. So what’s your ad?” You want an ad out there that says, “Go to Mexico, \$200, 5-star hotel, get there before they build the wall.” So that would get people’s attention.

Jaime Masters: Heck, yeah. Urgency, urgency!

Paul Elliott: Urgency! Go now!

Jaime Masters: That’s awesome. Okay, so once we have the article that connects the dots, how do we actually ask? How do we ask for them to be on a call with us? How do we really make the commitment so that way you can actually hop on the phone.

Paul Elliott: Okay, so understand that the whole point of the article and making it a video and everything else, that’s your position. You’re demonstrating you’re an expert by showing them how you’re

knowledge helps them achieve their goals or avoid pain. So now you're the expert. So you do that. So now they become familiar.

[00:47:00]

What's brilliant is with re-targeting and everything else, we know if they visited the article page. We know if they visited the video. We can even see how much they watched of it, potentially. Or get an idea, but we certainly know they visited the page. And then I suppose we can then target them with the follow-up article or the follow-up video or whatever else it was. And then there's going to be at some point a call to action. So you could then have a video which is a video sales [inaudible] [00:47:21] at that point. It could then be a lead magnet.

So if you've shown them the articles, you've warmed up the oven, then you give them an advert that says go grab the lead magnet, whatever it might be – the special report, the special video, register for the webinar. That then starts to work and you'll see your conversion rates on those things go up because now they're familiar with you. They know, like and trust you already. So that's important. It's kind of getting rapport.

Once you've got that rapport, then they're on there and then you really are into let's see how much more we can demonstrate how much we can help them, but then obviously we've got some kind of action at the end of it which says come on an appointment. Would you like help? What people are buying now is not so much the education as the implementation.

[00:48:00]

Jaime Masters: Yes. Oh, my gosh. Because we're on information overload to the nth degree.

Paul Elliott: Totally. People don't need any more information. It's like yeah, yeah, okay, I get it. If I say to you, look, you're going to get these six modules and you'll learn all about influence, my 20 years' experience. It's like yeah, yeah, great.

Jaime Masters: I know I will never open those emails. I will never open the pdf.

Paul Elliott: Yeah, exactly. You could have a membership site. It could be shipped to me by UPS and it could be cellophane wrapped in gold dust. It's never going to get opened. So what they want is implementation. All right, let me hold your hand and take you down the process and actually get you to turn this into a project

into a plan and actually do it, because that's what's going to make a difference. So you can share great stuff with people, but then you're literally – I mean, all I ever say is – I literally say to people, "Book your call." "Book your planning session." "Plan out your next marketing campaign. We'll do all that for free. Book it now."

They'll book something and we vet them and then literally just get on a phone call with them and talk through it. At the end of it, all I say is, you know, would you like me to help you implement it?

[00:49:02]

Jaime Masters:

I have a client in the U.K. that's very – like she went one email. She has a 2,000-person email list. One email. The subject line said something like, "Can we chat Friday?" Or one of those like oh, that's curiosity piece. She booked 23 appointments for Friday. She only had 18 spots. 23 appointments all excited because she said something about how, "Oh, let me help you plan this one little piece." They're like, "Oh, let's hop on the phone with her." And of course they even know it's a sales pitch. She even talks to them about that. They'll still sign up like crazy because they're like, "Oh, tell me what to do exactly from some real human being?"

Sold. Which is amazing. Because nowadays I feel like we're just on information overload and people are so used to sending out emails that get nothing and all that stuff. So that's why I care so much about the influence side and the positioning side because nobody talks about that online. They talk about copyrighting. They talk about different tactic and headlines we can use. But it never sort of connects the dots for everybody else, which I really **[crosstalk]**.

[00:49:58]

Paul Elliott:

See, if I'm live with an audience who've never met me, and then I've got 90 minutes to do a presentation, that's different. I can take them through a process and then build in all the stuff around re-framing money, re-framing time, re-framing **[inaudible]** **[00:50:11]** all this stuff. That's great. But online, it's like no, positioning first. Positioning is everything. Let's warm up the oven. Let's demonstrate our positioning and then let's do a – have a chat with me. Having a chat with me, having a meeting with me is not for everybody. You've got to qualify. I think it was Dan Kennedy I recently read it from years ago, but it stuck with me. Nobody goes to see the wise man at the bottom of the mountain.

Jaime Masters: That's great.

Paul Elliott: It is very much – it's not automatic. So people will- I'll sometimes get emails from people saying, "I've heard about you. Would you come and visit me in my office?" No.

Jaime Masters: Yeah, exactly. Who's got time for that? I'm important. Thank you very much, sir.

Paul Elliott: Exactly. You want to talk to me? Then we can arrange Skype. We can do over the phone or you can come and see me at a specific time. But before you do that, please complete this form to make sure it's even worth our while.

[00:51:01]

Jaime Masters: So tell me about your form because I have a form too. I personally don't talk to people that make less than \$20,000 or \$30,000 a month, just because I know they can't afford my one-on-one. I do have a salesperson, but we have to ask exactly how much they make and all sorts of stuff. So tell me what's in your form **[crosstalk]**.

Paul Elliott: There's nothing clever about the form. It literally is, what's your business? What industry are you in? How do you generate – I mean, I call it profit centers. What are your profit centers? How do you actually generate a revenue? Because that just filters people out. There's a lot of people who like the idea of being an entrepreneur and they may have made the leap thinking I'm going to do the fire walk, take the leap and walk across glass and everything else. Then they've got no concept of how they're actually going to turn this into a business or make money. So you filter those people out straight away. And God bless them, it's like those are the ones that need an education. So I'll happily –

Jaime Masters: There's ton of free information out there.

Paul Elliott: There's tons of free stuff. There's tons of information out there. Yeah, absolutely. But go digest it. You've got to – if you want to be a self-starter, then go read it, digest it, listen to it, get the tape, whatever it requires, get the podcast. But actually do something with it.

[00:52:03] Typically, the government here a couple years back started something called a startup loan scheme. So it was for young entrepreneurs – under 25. Of course, they started handing this money out left, right and center. And then realizing that nobody was doing anything.

Jaime Masters: What a surprise. Free money? That sounds awesome.

Paul Elliott: The best will in the world will be like yeah, I want to start a business, but nothing was actually happening. So then they're like, okay, we need to bring in some mentors. So we got involved, me and a friend of mine. So then we put 200 aspiring your entrepreneurs in the room and said "Okay, look, you're going to need some form of business plan. It doesn't have to be a traditional 40, 60, 80-page plan because they're nonsense, for startups. But you do need a one-page. These are the things you need to answer questions to or at least give me your best guess.

So when I'd say, "So how are you going to generate revenue?" They'd say, "I've got a great idea for this." "Great. How are you going to generate revenue?" "I haven't thought of it." "Okay. Businesses need to make a profit, otherwise you don't stay in business." So one of more popular phrases is, you know Bishop Tutu? You know, this South African Bishop who always said "You don't help the poor by being one of them."

[00:53:06]

Jaime Masters: This is why I have my show. I want more people with integrity that actually care to have the money, because that makes all the difference. You know what I mean? When our dreams can be actually bigger, we can do so many more things. We actually can think bigger, whether it be a non-profit or not. It makes a huge difference. I know we have to start wrapping up. So let me just ask you this. Give me one more tip before I get to my last question. Give me one more tip on actually closing them once you have them on the phone. Because I know you're great at this.

Paul Elliott: By the time they're on the phone, they will already know who you are. They're **[inaudible] [00:53:39]**. They already know, like and trust you. They already know what you charge because you tell them straight up front. So they're not getting on a call if they're frightened by that. So they're 99 percent of the way there. So I don't actually close anymore. I just talk to them about their plans and sort of, so we can do this, this and this. They're like, great.

And then I just say, “Would you like me to help you implement it?”

[00:54:00] That literally is it now. If you get any um’s and ah’s at that point, one, it’s rare. But if you start getting people questioning the price or anything else, I just say, “You know what? It’s been really lovely talking to you.”

Jaime Masters: See? And then like you said, it’s you having the actual control. Because I feel like that’s why people don’t like sales. They’re like, please, if I say the right thing, you’ll say yes. That’s not how it – if somebody wants what you have to sell, it should be a freaking easy sale. I don’t want to sell anyone that isn’t all in because I don’t want to work with them for a really long time. That sucks.

Paul Elliott: By the same token, if I ever do – like closing to me is something I do from stage. Because then they don’t know me and I’ve got 90 minutes and I’m talking to them. That’s very much – this is a journey. When is your life going to change? When are you going to make a decision to do something different? Because until you do, everything stays the same. In fact, it’s just going to get worse because you’re going to get older and you’re going to get uglier. So sort it out.

Jaime Masters: I’m ready to sign up now. I don’t want to get older or uglier. Darn it!

Paul Elliott: I’m ready to sign up now, yeah. So I don’t – I mean, I’ve read books on closing and I don’t find any of them particularly helpful. I just live by my belief.

[00:55:00] I’m going to transform your life, but we do it together. You’ve got to come on this. This is a journey. Start. And unless you’re willing to start, nothing is going to change. So I don’t need to close. It’s literally that.

Jaime Masters: Like it’s logic. It is logic, sir. Geez. I adore this. All right. So I’ve got to ask you the last question. We actually went quite a bit over, by the way. So thank you for that. It’s getting dark and I don’t even have any lights on in here. So what’s one action listeners can take this week to help move them forward towards their goal of a million?

Paul Elliott: I mean, in short terms, I would say, what is the plan? Where are you now? Where do you want to be? How big is the gap? And then

it's very much, what is it you're going to – how are you going to add value? So what are you going to sell? If you're going to get into property, don't look at property as I buy these properties and I put tenants in them. It's like no, you're – it's still a marketing role. Those tenants are people. How are you going to add value? And look at it from those terms. And then you'll build a business which actually works because you're building a business to genuinely make a difference in somebody's life.

[00:56:04] Everything else – tactics and everything else – tactics, strategy, tactics alone are useless anyway. But strategy and tactics are only really work when you start from a position of I want to add value, I want to make a difference. So shift your beliefs, I would say, is probably my answer to that question.

Jaime Masters: But then it's a win/win for absolutely everybody.

Paul Elliott: Yeah, absolutely. And if you don't change your beliefs after listening to this podcast, I will track you down. I'm a black belt in karate. I will kick your butt. Change your beliefs now or I will come find you.

Jaime Masters: **[Inaudible] [00:56:33]**. I'm a brown second queue. I haven't hit my black belt in karate yet. But I will, I concur. I will be his little sidekick coming after you.

Paul Elliott: That's right. We'll do that **[crosstalk]**.

Jaime Masters: After you. You'd better watch out.

Paul Elliott: We'll have masks and capes, the whole works.

Jaime Masters: Can we really? Like I think that'd be great.

Paul Elliott: **[Inaudible]** boots.

Jaime Masters: All right. This is a new marketing plan for me. That's all I want.

Paul Elliott: Yeah, you'll get your butt kicked **[inaudible] [00:56:52]**.

Jaime Masters: I do Muay Thai now. All right. So tell me where we can find you online. Give me the name of your website again. If you're on Twitter or Facebook or anything and everybody wants to link up, where do we find you?

[00:57:00]

Paul Elliott: Yeah, so UniqueCoreSolutions.com. Twitter – paul_elliott, you’ll find me there. LinkedIn – you’ll find me on LinkedIn as well. And you’ll find me on Facebook. All the usual channels these days, I’m there.

Jaime Masters: Which I really appreciate. We will link up to most of those – the ones that you want me to link up to anyway. I really appreciate you coming on today. I actually took notes for my own stuff. And that doesn’t happen all that often when I’m in the middle of an interview and writing down the little thing that I’m supposed to be doing for the next launch that we’re doing. So thank you so much for coming on. I really appreciate it, Paul.

Paul Elliott: No worries. It’s been a real pleasure. I mean, I love talking. So it’s always nice to share ideas.

Jaime Masters: I love it. Have a wonderful night.

Paul Elliott: You too. Thank you so much.

[End of Audio]

Duration: 59 minutes