

Jamie Tardy: Hey, Lain. How are you today?

Lain Ehmann: Hi! Good, I'm doing good, thank you.

Jamie Tardy: Raring and ready to go?

Lain Ehmann: I am raring and ready to go.

Jamie Tardy: You're kind of always raring and ready to go. So-

Lain Ehmann: Most of the time, yes.

Jamie Tardy: I love that. Just a quick update, too. Last night, I went to the retreat house and I paired you up with a person who I think you'll love to stay with, her name's Megan, and I'll tell you all about it later too.  
[00:04:00]

Lain Ehmann: Awesome! Great, I'm excited. That'll be perfect.

Jamie Tardy: Exactly! So, action item wise, we had a lot going on last time, with pricing and testimonials and all sorts of stuff. So give me an update and then we'll go through what happened.

Lain Ehmann: Yup. So I got in touch with a bunch of people about the testimonials and also looking for specifics in terms of, "Hey, if you can tell me anything-" like, for the people who said, "Yes, I'd be happy to give you a testimony," I said, "Any specifics in terms of downloads or revenue or anything you're comfortable with." So some ... Jason, who we both know, he gave me some specifics that he said he was happy to have me share, so that was good. Then I've got a couple other people who are in the process of prepping their testimonials, so I don't have them back yet. But they did agree to do them. And still one person, who had originally agreed, I followed up a couple times now and I have heard nothing. Like I've texted, I've emailed, and I think he's just one of those people who's just, whatever's right in front of him is what he's focusing on and if it's not in front of him, it's just not on the radar.  
[00:04:30]  
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Jamie Tardy: So he's a typical entrepreneur. Awesome. That's going to happen, for sure. Give them deadlines on when you need it back by, so that way they feel the urgency.

Lain Ehmann: Right.

Jamie Tardy: And you also don't want to be like, "Hey, let me bug you, hey, let me bug-" and be one of those really annoying people. So what I would do is just ... and I think you've seen my follow-up email strategy where I'm like, "This is the last time I'm going to send you a thing," or stuff like that. "Do you not want me to bug you anymore?" Something like that. So that way-  
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Lain Ehmann: Okay.

Jamie Tardy: -they either take action or you just forget about it. Don't get me wrong, you can bring it up a few months from now, but you also don't want to be one of those people who is literally emailing him every second for it.

Lain Ehmann: Right. Right, right. Okay.

Jamie Tardy: [00:06:00] Though I'm one of those people where people will ask me, I'm like, "Sure, it might take a while." And then they check in and they check in and it's like, "Okay!" And the more they check in, the more it's like, "Shoot, I should just do this so they don't keep messaging me."

Lain Ehmann: Right.

Jamie Tardy: Lessons learned multiple times over. You could also be like, "Could you just do it right now?" Or something like that. Try that before you-

Lain Ehmann: How do I ... I mean, one concern I have, you know me, is they said yes, but they don't really want to do it and I don't want to harass them-

Jamie Tardy: Girl, don't even.

Lain Ehmann: Okay, yeah.

Jamie Tardy: If they said yes, that's their own fault that they said yes. Okay?

Lain Ehmann: All right. Cool.

[00:06:30]

Jamie Tardy: And if they're busy, that makes sense, but you would do it for them in a heartbeat.

Lain Ehmann: Yeah. Yes, I would.

Jamie Tardy: Don't worry about it. All right, so what else? We went through the package side of things ...

Lain Ehmann: Yes. I did a couple things on that. I sent over to you an email over the current leads that I have -- prospects -- so that's there. I also had gotten a request for somebody about creating copy for summits, which you know I had done before. So I created a bunch of packages for that, which is nice, 'cause I did it for him, but then I'm like, "Okay, this is great, I can use this in the future." So I've got that, and I also -- and I'm going to have to get up to get it 'cause it's over there -- I broke down all the ... what I do into some possible scenarios in terms of going out, not just one package but ... okay, this could be months, two or three months.

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[00:07:30] And one thing that I've noticed in the calls that I've had with people in the last week or so is that everybody's situation is so different, it's sometimes hard to say, "Okay, these are the possibilities." Like this guy wanted the summit copy,

[00:08:00] somebody else wants a registration page and an email sequence, somebody else wants ... I just got an email from somebody who says, "Hey, what would you charge to do ... if I just sent you notes every week and you did my emails for my audience?" So it's also different, so that's something ... I'm spending a lot of time each time I have a lead or a prospect, creating packages that are specific for them. So I don't have just like, A, B, and C. It's like ...

Jamie Tardy: But we want A, B, or C, 'cause that's what we talked about last time. We want to be able to go, "Oh, you fit here." Maybe we can tweak it a little bit, but you fit here. So what can we do, even if it's overarching? So when you looked at all those pieces, were price points similar? Were anything similar, even if the number of emails or what you're specifically doing is not similar?

Lain Ehmann: [00:08:30] Right. Well, there's ... the summit thing is easy because there's kind of a known world of what you're going to have to do for a summit. Just like a product launch, there's going to be a known world. But then there's variations within that. Some people want to do pre-launch content, some people want that to be a PDF or a lead magnet, some people want it to be a video ... so there's changes within that, but there's kind of a list of things that they might choose, so that's one thing.

[00:09:00] But again, like the guy who emailed and said, "Hey, can you do weekly emails for me?" That doesn't really fit in, 'cause it's not a product launch, it's not one product ... 'cause I was scoping out ... funnels is what I had done. So he's still another ...

Jamie Tardy: Okay, so beforehand, we were like, "One product, one funnel, whole business," and you're saying there's other pieces. But can't we do the exact same thing? Can't we go, one product, okay, this is the set of emails, and then-

Lain Ehmann: You mean, still put them in the same bucket?

Jamie Tardy: Yeah.

[00:09:30] Lain Ehmann: I could, although this guy ... okay, so I scoped out ... I sketched out, "One product, one funnel, whole business," and I got some ideas for what that would include-

Jamie Tardy: And can you say that to me?

Lain Ehmann: Yes, I can. I don't know if I did it on a computer or just did it by hand.

Jamie Tardy: I'll just put it on your action plan.

Lain Ehmann: Okay. But then this guy, it's just weekly emails to keep in contact with ... I don't know what he's doing, because I haven't talked to him, if he's doing the Ryan Lee one email a day thing and he wants me to write those, or what, but it's not a product funnel. It's just the email portion of that. So how ... I could fit him into a bucket, but ...

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Jamie Tardy: So, to me, it's content. So, to me, it's one product.

Lain Ehmann: Okay.

Jamie Tardy: Depending on price point. So if price point is similar ... no, don't get me wrong, I just want to make sure that this is easy for you, because you're reinventing the wheel every single time.

Lain Ehmann: Exactly.

Jamie Tardy: So I don't want you to go, "How long is this going to take?" And then this, and then that, and the other thing?

Lain Ehmann: Yeah.

[00:10:30]

Jamie Tardy: I'd much rather be like, "This is like this, and I engage a price point like this." So to me ... how much is the price point for the one product thing?

Lain Ehmann: Let me grab it, hold on a sec, sorry. I have to grab my other notebook. Maybe I actually typed it up. I have to see, 'cause it was a little while ago.

Jamie Tardy: Well, I'm going to have you type it up even if it's not sent to me, so ... 'cause once something's confirmed, we don't want to talk about it again for a long period of time, hence the reason why we're going over this for so long.

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Lain Ehmann: Right. No, no, no, no, I think it's good. So the way I divided it up was one funnel was -- and it might be a little bit different from what we talked about last time -- one funnel would be one traffic source going to one opt-in page, with one lead magnet, with one email sequence going to one sales page. So I had one price for creating that and one price for reviewing and fixing what they already have. If they don't have anything at all, obviously that's going to take longer most of the time, so I had that somewhere in the range of, let's say, \$4,000 to create that.

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Jamie Tardy: Okay.

Lain Ehmann: That includes a little bit of time for overhead, time for research, et cetera. And then to just review it is like, \$27.50 but I would increase these, I'd round up a bit just to-

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Jamie Tardy: And are these monthly, 'cause I know ... for how many months? 'Cause I know we were talking about that too, how long these things go for.

Lain Ehmann: Right. So that would be just how long that would take to do that, and it could be over two months, I guess, probably.

Jamie Tardy: So it'd be four grand for two months?

Lain Ehmann: No. Two grand a month for two months for a total of \$4,000. Does that make sense? And I probably ask for some up front. Then ...

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Jamie Tardy: I would clarify. I would make sure we put the dates and times, so that way their expectations are also-

Lain Ehmann: Yeah. I hadn't got that far.

Jamie Tardy: So I'm writing that down also. Continue.

Lain Ehmann: Okay. Then, for one product, which would include up to three traffic sources, up to three different opt-in pages, up to three lead magnets, three email sequence, to one sales page-

Jamie Tardy: Okay, so I see what you're doing. Okay.

Lain Ehmann: But again, to one sales page. So we're talking about one product, but different funnels into that one product. That's going to be around ... I'd say a base price would be \$7,500 total, and that could be broken down into three months or something like that. That's to create it and to review would be around \$5,000. And these are kind of rough numbers. I haven't created a price sheet or anything like that.

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Jamie Tardy: Okay. So we're calling one funnel as what I was calling one product before that-

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Lain Ehmann: Exactly. Exactly. Exactly. Yeah.

Jamie Tardy: So it would make sense for traffic sources and stuff like that.

Lain Ehmann: Right. 'Cause I started thinking funnel, but sort of different.

Jamie Tardy: I see what you're saying.

Lain Ehmann: That's how I did it.

Jamie Tardy: Yeah, that's fine.

Lain Ehmann: And those were the two. And to do kind of everything is ... I wasn't even sure what to price that at.

Jamie Tardy: A lot.

Lain Ehmann: I know.

Jamie Tardy: A lot, a lot, a lot.

Lain Ehmann: Like when I did that for the summit guy who said ... he gave me ... like you had said, ask him what his budget is.

Jamie Tardy: Yeah.

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Lain Ehmann: So I created one package that was within his budget -- of course, I called that the budget package. And this is a basic package that's, like you were saying, just slightly up from that but with a lot more, and then the advanced package. So there's three with specific items that go along with it and then an anything goes retainer package is \$2,500 down and \$2,500 a month for three months. So 10K ... and that's anything to do with the summit.

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Jamie Tardy: Okay. So I would see White Glove as like a retainer.

Lain Ehmann: Yeah.

Jamie Tardy: A high price point retainer.

Lain Ehmann: Yeah, exactly, and that's what I call the anything goes. I said anything related to your video summit that you need, video scripts, guest blog posts, you know, anything that has to do with that summit.

Jamie Tardy: Okay, killer. So come up with a number for price point for monthly for White Glove.

Lain Ehmann: How do I-?

Jamie Tardy: Think of your highest level client that you have now and how much you're doing for them, and then talk about that. I mean, we'll write down within reason. You're not going to be working 40 hours a week, that's for sure.

Lain Ehmann: That's what I'm afraid of, because if they give me all this stuff and then I can't possibly do it ...

Jamie Tardy: Yep, we'll clarify. So the way that ... we get them to sign up because we want them to know that you've got their back.

Lain Ehmann: Right.

Jamie Tardy: And they're like, "I just want Lain, please do everything for me." And then you'll have to flesh out what you've got and how long that's going to take and that sort of stuff. And then they can throw more little things at you. 'Cause that's the thing that happens all the time, with you, like you were talking about before. People just go,

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"Shoot! And then there's this! Shoot! And then there's this!" So leave enough leeway lead time for those things to happen so they can feel really well taken care of. And make the money enough so it's worth it for you, so they don't go, "They added more!" Okay?

Again, not many people will be buying that. They should not. It's an anchor, it's a price anchor, also.

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Lain Ehmann: Right. Right. So I would say it would be ...

Jamie Tardy: You can send it to me later if you want to.

Lain Ehmann: Okay. I'm saying ... it would have to be like, \$10,000 a month.

Jamie Tardy: Yep, okay. So I want you to confirm all the price points and stuff like that. The lowest that anybody can engage with you is \$2,700 if you're reviewing and redoing one funnel.

Lain Ehmann: Right. And I would probably change that to even, like, \$1,500 a month for two months. Like \$3,000 total. I tend to round up 'cause then it gives me a little room to negotiate. If they say, "That's a little too high," then I can-

Jamie Tardy: Don't negotiate. Do you negotiate?

Lain Ehmann: Well, no, knocking things out of it. Like you're saying.

Jamie Tardy: Yes. Yes, exactly. You're allowed to knock things out, you're not allowed to negotiate price.

Lain Ehmann: Right.

Jamie Tardy: Allowed. You like how I say that? Allowed.

Lain Ehmann: No, that's an early on.

Jamie Tardy: So the lower price, just do emails for me ... nobody's going to spend \$2,000 just on some emails, I'm assuming. So that's where you're taking in clients for a lower price point, correct?

Lain Ehmann: Right. So if he said, depending on what he wants. But I've got somebody who I did a blog post for and the blog post was like, four, five hundred dollars. But he also had me doing an email sequence for him. And again, that was one of the people that I had talked to. He was a new client, and I said, "Let's test it out this way," whereas now I would say, "Here's the package and after 30 days ... " that's our test.

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Jamie Tardy: Yeah. Okay. So we're clear. Perfect

Lain Ehmann: Yeah. So-

Jamie Tardy: Cause ideally I would love even this one set of emails for this guy, ongoing, to be like, "So that's great and we've got this as a packet," or whatever we end up getting him. But if he wants more, I would love that instead. Like, "Great, I'm going to do your whole funnel and then I'm going to do your emails." 'Cause that way ... or whatever it is.

Lain Ehmann: [00:18:00] Right. Right. Although that could be the thing ... yeah. So when I talk to him, I'd find out more about his business and say, "Yes, we can do that, but what's really going to make that work is if we have this, this, and this." But if he said, "I just need the emails for now," that might be the thing that pays for my researcher/writer person.

Jamie Tardy: Potentially, yeah. Long term, I don't want you to say yes to those at all. I want you to refer to somebody that will piecemeal.

Lain Ehmann: Right, right, right.

Jamie Tardy: 'Cause you're like, "I don't actually do random little projects, awesome." But we're in a different space right now where you're like, "Okay, I just want to make sure we have enough for the admin."

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Lain Ehmann: Yeah.

Jamie Tardy: Okay. Or depending on what it can be. 'Cause that was part of the goal also. We really wanted to set packages and then get one new client within two weeks. How did that go? How many different calls did you have? Did you set up?

Lain Ehmann: I had ... how many new calls here? I had ... people are frustrating.

Jamie Tardy: Humans ...

Lain Ehmann: In my lead ... I'm going to pull up my leads list here and then I can tell you where ...

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Jamie Tardy: Want to pull up the prospecting sheet that you-

Lain Ehmann: Yes. The prospecting sheet. I know I sent it to you.

Jamie Tardy: You did, I'm looking at it right now.

Lain Ehmann: [00:19:30] You have yours, I don't know where mine is! I'm looking. I am looking. I'll make you send it back to me. Just kidding. Here we go. All right. So number one on that list, he is supposed to be getting back to me today, and that was the summit one. I'm not going to name any names, but you're looking at it, so you know who it is. His

original budget was \$3,000, so I have that budget package, okay, \$3,000 for one month. I'm thinking he's probably going to go for at least the basic, which is \$4,000, and I said \$1,000 down and then \$1,500 for two months.

Jamie Tardy: Great.

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Lain Ehmann: Just because, like you said, there's so much more that I add in for that extra thousand and it's only ... it's just a step up from-

Jamie Tardy: Yeah, a plain-

Lain Ehmann: Exactly. But I also know he's got big aspirations, and so he may actually find a way to go higher than that. I'm not sure. So anyway, I'm supposed to hear back from him today. The number two on the list ... as I said, I've been talking with this guy since November, and it's a pretty successful software company. They help other companies with software launches and there's stuff he wants to do, but every time, it's like, "We've got this going on," or "We've got this going on," and it just keeps getting pushed out and pushed out and pushed out.

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Jamie Tardy: You're career with him? Or what gets pushed out?

Lain Ehmann: We've already ... I sent him over a proposal in November. "Yeah, we want to do this!" And as soon as I asked for the cash, "We can't December. I'm going to be out of the office for two weeks, can you follow up in early January?" I follow up in early January. "Oh my Gosh, one of our clients just put us on hold so we don't have the cash, can you follow up in February?" Followed up in early February. "Yeah, I really want to do this, but we can't do it right now, we don't have the manpower." That kind of thing. So I've been-

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Jamie Tardy: Okay, that does not sound like an ideal client, by the way.

Lain Ehmann: Yeah.

Jamie Tardy: Imagine working with them.

Lain Ehmann: So, that being said, again, we're at a point where we definitely want ideal clients, not that we won't take them if we have non-ideal clients coming and throwing money at us. That being said, imagine cashflow issues and dealing with ... you know what I mean? So I wouldn't go super super hard on that? I mean, keep checking on him. Don't go out of your way. I would much rather have you go after ideal.

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Lain Ehmann: How do I handle where I sent him a proposal back in November and now my prices have raised, so that's like ... three months ago. Typically, what I started doing now, is on the proposals, I say "this is good for 30 days," but-

Jamie Tardy: This is what I would do. I would email him the next time, whenever you plan on

[00:22:00] calling him anyway, and go, "By the way, my prices have already raised. I'll give you 30 more days on that previous proposal if we can close that out, and if not, we'll have to write a new one.

Lain Ehmann: Okay. I like that. Let me write that down.

Jamie Tardy: [crosstalk 00:22:10] urgency, ASAP, to see if he'll actually say yes, so-

Lain Ehmann: Can I say fewer than 30 days? 'Cause that-

Jamie Tardy: Yeah. Say two weeks? Like, we need to get this shored up? Payment, deposit, whatever, in the next two weeks, otherwise I need to write up a new proposal.

Lain Ehmann: Okay.

[00:22:30]  
Jamie Tardy: And that's perfect 'cause now you have urgency.

Lain Ehmann: Right.

Jamie Tardy: And you might have priced yourself out of his budget, and if you did, for the next time, that's good.

Lain Ehmann: Right. Exactly. Let me get this.

Jamie Tardy: I would also have a person that you can refer to that does piecemeal work, or that you trust enough, like, "Okay, they're good, it's somewhere you can go," so that way they feel like they're not just getting dropped. I love doing that for any sales calls that I have. "You should go with this person. I charge a lot of money, you should go with them." That way they have a next step, and they still go, 'Lain is amazing," right?

[00:23:00]

Lain Ehmann: Yeah. All the ... it seems like the writers I know charge more than I do, which makes me ...

Jamie Tardy: Just saying ...

Lain Ehmann: Yes, I hear you. Okay, that's a good one. I'm going to email him today and do that.

Jamie Tardy: So there's a ton on here, so instead of stepping through every single one of them, because go you for having a ton of prospects! Which I appreciate. In the next two weeks, how many sales calls do you think you'll have?

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You don't sound very excited about this, Lain.

Lain Ehmann: I'm looking at this list and number three on there, they just emailed me. I emailed them yesterday to follow up and they said, "Yeah, we're going to have to deal with

these production issues," so basically number three is off the list.

Jamie Tardy: Okay.

Lain Ehmann: Then number four, she's now [ford 00:23:54] me on ... like I said, she keeps getting "sick."

Jamie Tardy: Sales is fun, isn't it?

[00:24:00]

Lain Ehmann: Then number five, same thing. I mean, he was just ... this guy was hanging out with Richard Branson and Obama last week, but we've been talking about doing this webpage for two months now and ... I think it's the same thing, like with the other one. "Hey, I want to do this for you. My prices have already gone up. If you'd like to get this on the books ... "

Jamie Tardy: Yeah, good. Do that for anybody that you want to either push forward or let go of, okay?

Lain Ehmann: Right.

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Jamie Tardy: Do you have a lot of sales experience before? I know you did journalism, you did a bunch of other things. But how much do you know about sales and the whole sales process? I know people love you so of course they buy, but what do you know about that stuff?

Lain Ehmann: Well, first of all, I know that often times ... I used to write for Selling Power Magazine, in fact, when I was a journalist, and that was aimed at people who had longer sales cycles, typically, like enterprise level salespeople, so they weren't going to get the sale on the first call. It was really ... the first call is to further, you know, so it was a lot slower. I also know that you have to ask for the sale. That you have to specifically say, "Hey, I'd love to work with you, what do you think about this? How can we move forward?" And not just, "So, good talking to you!"

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Jamie Tardy: Well, don't worry, I'm not quizzing you on what you know, I'm wondering if I can give you some resources that can make it easier for you.

Lain Ehmann: Yes!

Jamie Tardy: Cause number one, I love that we're putting this on the podcast, because people don't understand that it's a pain in the butt to deal with, "And then they say no again. Wait, and then they said put on hold. Wait, and then they said ... " It's annoying as all heck, right?

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Lain Ehmann: It is, it is. And it takes a ton of time, and then they come back all at once. Then my resource allocation gets screwed up, because ...

Jamie Tardy: You've heard me talk about this before, and I don't know if we've mentioned it on here yet so I'm going to say it again, but in general, this is what entrepreneurs or solopreneurs or whatever do. They're like, "I need to sell! Sell, sell, sell, sell, sell, sell, sell, sell, sell, sell." And then they deliver, and then they don't sell ... Exactly, so it's this up and down hill of "Oh my Gosh," right?

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Lain Ehmann: Yep.

Jamie Tardy: Of course, long term, we want to set you up networking with a list, 'cause that's way easier. My mentor, way back when ... way back when 10 years ago ... whenever I'd go to a networking event, he's like, "Networking is a short-term thing, not a long-term thing," because everybody's like, "I'm networking!"

Lain Ehmann: Right. Right.

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Jamie Tardy: That being said, if you've networked for 10 years, you have a lot more resources than somebody that hasn't, right? Long term, I would like to make sure that we really use your website, Fast Lain, because you're amazing at getting credibility and getting everything and all that stuff. So longer-term, I would love to go over some pieces for that, so we can start setting that stuff up for you.

Lain Ehmann: Yeah, I think that would be good.

Jamie Tardy: 'Cause it's not so difficult, you know? 'Cause I remember how it was like, pounding ... I call it pounding the pavement, going out in main, trying to get people to say yes to me who have businesses that make almost no money and they need a business coach but couldn't. It's really discouraging. Now, thankfully, we live in the world that we do now and you've got access to a lovely amount of amazing, wonderful people. That being said, I still want you to be able to have your resources on the prospecting side bumped up a lot more. 'Cause right now, you're getting a lot of referrals and stuff. But you having a list or you being the go-to for something specific, would be way easier. I just don't want you to have to be pounding the pavement for a really long period of time.

[00:27:00]

Lain Ehmann: Yeah.

Jamie Tardy: I want you to be coveted.

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Lain Ehmann: Yeah, and I also think a lot of times, it's the people that get referred over, the pain isn't great enough for them. Like these people who just said, "We're having production issues and dah dah dah dah," I mean now's the time to be working on ... like you get to their website, there's no education piece. So they spent thousands of dollars on Facebook ads that did nothing because there's no ... they just sent cold traffic to their landing page, their website.

[00:28:00] I'm like ... so now's the time they should be doing that. But I don't know ... I'm not a pushy person in that way. I can be pushy in other ways, but if somebody puts me off like that, I'm just going to be like, "Okay," 'cause ... I don't know. I don't know if ... I don't want to force somebody into working with me.

Jamie Tardy: Oh, of course not. That'd be horrible.

Lain Ehmann: I mean, that's not an ideal client, yeah.

Jamie Tardy: [00:28:30] It's not even forcing. This is why I want you to have the data. Because if you go ... when we're doing any sales calls, and I'll send you some resources on sales calls. Dollarization is a good book, by Jeffrey Fox, I don't know if you've read that one yet-

Lain Ehmann: I have heard of that one, you've mentioned it before, so probably time to get it.

Jamie Tardy: Yes, ma'am. I think he's got a video that maybe we can find too that can describe it a little better. But when we're pulling out the pane, you don't want to say anything. So Sandler Sales ... and I think you've listened to my sales ... maybe you haven't. Have you listened to my sales training?

Lain Ehmann: I don't think so.

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Jamie Tardy: Oh, my goodness, what kind of business coach am I if I haven't given you that? My gosh. So I'm going to send you that. I'm going to have you listen to that, 'cause it has a script.

Lain Ehmann: Great.

Jamie Tardy: It's really easy and it's how I learned, because I was the worst salesperson in the entire world. 'Cause I think you know my story, but I worked at Kirby Vacuum Cleaners? I thought sales was so skeezy, I would never even make the offer. I'd be like, "Never mind." And I'm just going to walk out the door. Of course I didn't make any sales. Because I thought it was crappy. So I learned this and it changed my life. [00:29:30] We'll just go through the process. 'Cause what you want to do is what you're saying, if you don't think the pain is great enough, you should know that on a sales call. And you should make it great, and you should really pull out why it's painful for them.

So for example, for these people who spent lots of thousands of dollars, which is awesome, they don't want to think about that, because they lost thousands of dollars, right? So you bringing that up for them, in a very awesome, nice way, because you're really nice, is exactly what we want, does that make sense?

[00:30:00]

Lain Ehmann: Which is exactly what we did in that first call, and the guy was all on board and like, "Put together the proposal for me," and I put together the proposal, "This looks great, I just need to talk to my business partner," and then the next day, "We've got these production issues so we need to put this on hold."

Jamie Tardy: Okay, so in the recording that I will send to you, and I'll make it live for everybody, there's a couple things that we do to preempt a lot of those things that just happened to you.

[00:30:30] One is make sure that the business partner is on the call. Because you don't want him ... and what could have happened -- I don't know if this is what happened or not -- is that guy went to the business partner and he's like, "I don't think we need this." And they're like, "Oh no, we have production issues, sorry!" Because people don't like to say no, right? And then you're following up a thousand times, right? So ideally .... and that guy probably couldn't explain what you do very well to him, right? So having all decision makers on the phone call ... so on my application, whenever anybody wants to talk to me, I say, "Does anyone else have to be on this call in order to make a decision?"

[00:31:00] Now don't get me wrong, I know sometimes they need to talk to their significant other if it's a big price point or something like that, but in general, you want to have everybody who's a decision maker on, so they can ask you direct questions and you can make sure everybody's all happy. That make sense?

Lain Ehmann: Right. Right.

Jamie Tardy: Because there is lots of lost in translation. Or you'll go through this whole thing, they'll be like, "We are so on board!" And you're like, "Awesome," and then ... crickets.

Lain Ehmann: Yeah, totally.

[00:31:30] Jamie Tardy: And it'll be great for you in general to have the full picture instead of just half of the picture. Because they have different sides. I've worked with a lot of business partners.

Lain Ehmann: Right. Yeah.

Jamie Tardy: Okay, so that's number one. And again, when you listen to the whole thing, because it's got the script, it'll be a little easier for you in general anyway, but the other piece is either coming up with a 24-hour deadline and at the end of the call, asking them -- this is what I ask, I've changed it a little bit since the script -- you usually should ask for a yes or no at the end, right? But since you send proposals, that makes it difficult, though I know we talked about you actually hopping on the phone when you give them the proposals-

[00:32:00]

Lain Ehmann: Which is what I did, yeah. That's what I did yesterday with the guy with the summit stuff. And with this other guy with the [broth baby 00:32:12] thing. So-

Jamie Tardy: We'll bleep that right now.

Lain Ehmann: Okay, sorry. Number three.

Jamie Tardy: I need to note that so we can take it off. So when we're looking at what you can do to try and get that yes at the end, it's really difficult for you to try to get a yes or no because you show them the proposal and they're most likely going to go, "We need to wait for all the other proposals to come in," or whatever. So also, I've changed it up on what I ask at the end, because I also didn't want to be like, "Is it yes or no?" Right? Not that it didn't work. It worked really, really well. Because Sandler talks about how at the beginning, you preempt it and you do what's called an up-front contract, and in an up-front contract, you say, "Okay, at the end of this call, I want either a yes or no. Are you okay with that?"

Lain Ehmann: Right. Right. Okay.

Jamie Tardy: So you know.

Lain Ehmann: All right.

[00:33:00]

Jamie Tardy: That being said, I changed mine up a little and I think you're going to like this a little bit better. So I ask them, on a scale of 1 to 10, where are they at? Have you been asking that?

Lain Ehmann: No, but I've heard you ask that, so yeah.

Jamie Tardy: I probably asked it to you, right? So the reason why, and I don't think I talk about this on the recording. The reason why is you want to get a technician check of where they are, right? So sometimes people are like, "I'm going to love it." And I'm like, "Awesome, do the payment right now." Other people are like, "I'm a 9 or 10," which is awesome. 7-8 is like, "I'm pretty good but I need to talk to my significant other or whatever, but the temperature's pretty good." 6 or below, I write them off completely.

Lain Ehmann: Okay. With those people, do you ever follow up again, or do you ... do you ever spend time with that? Like the number ... what is it? Number 4 on my list, like, she's gotten sick now multiple times when we're supposed to talk, like, "I'm behind, I'm this, dah dah dah dah ... " and then I also don't like the constant, "Well, can you follow up with me next week," where ... to me that's not an ideal client. Maybe I have a warped view.

Jamie Tardy: I'm fine with the "You follow up with me," because I'm a busy person so I want them to follow up with me, so I outsource my accountability as best as humanly

possible. That being said, if she keeps canceling on you, that is not an ideal client.

[00:34:30]

Lain Ehmann: Yeah. Okay. She hasn't canceled, but it's never ... she won't commit to ... I say, "Hey, can we get together?" She's actually local for part of the year. "Can we get together?" "Can you follow up with me next week?" Well, you should know now if you can meet next week.

Jamie Tardy: So go, "We'll just schedule it for ... even if it's a month in advance, I just want to put something on the calendar, 'cause I'm really busy."

Lain Ehmann: Yeah, okay, I like that.

Jamie Tardy: 'Cause that's the other thing, if she's just trying to avoid you on purpose, she will make an excuse for that also, and then I wouldn't worry about it too too much. The thing is that it's way easier for me to be able to say that if you had 100 prospects, versus 10, right? But 100? She's annoying, no. Right? Not good enough for me! When we only have a handful, you're like, "I kind of care, maybe too much, about whether this goes or not." Right? So ideally we want to sort of do both sides of the fence.

[00:35:00]

[00:35:30]

Now, if you did have the sales call, though, which is what I think you were asking, was if they're a lower number and if they don't get back to you. This is my process on that. So I go ... if they're a 9 or a 10 or an 11, for sure, it's usually ... not that I ever count it until the money's in the bank. My mentor sort of threw that at me way too long. I got burned so many times. "Waiting for the check. I'm waiting for the check. Oh, man ... " My poor mentor would be like, "Told you every time." I'm like, "I know!" I would get so emotionally involved, right?

Lain Ehmann: I know, it's exciting. You're on this big high, right? Like, "I got a new client!"

[00:36:00]

Jamie Tardy: I would celebrate. Yay! And he's like ... and I'm like, "But I want to celebrate." Right? And I'm not saying don't celebrate, in small ways, just make it a little smaller and then celebrate when the money's there. So that being said, I give them 24 hours to decide, and I think I told you this beforehand, that the end of my sales call goes, "Okay, so on a scale of 1-10, where do you think you're at?" And I use that wording very specifically. So sometimes they'll be like, "What do you mean?" And usually that's a pushback, right? And I'll explain it. A lot of the time, otherwise, they'll just say a number really quickly.

[00:36:30]

If ... I don't care what the number says, I still say, "Can you let me know in 24 hours either way?"

Lain Ehmann: Mm-hmm (affirmative).

Jamie Tardy: And the reason why -- right? Because this is the thing, urgency, "I only have five

spots left," or whatever -- I'm not willing to lie for any reason, you know, integrity and all that fun stuff. What a rare thing nowadays.

Lain Ehmann: I know.

[00:37:00]

Jamie Tardy: Unfortunately. What I do say is ... just because, in 24 hours, that's plenty of time to talk to your significant other, right? Or whatever it is, if somebody couldn't show up or something like that. And let me know. Because your life is extremely busy, and most likely, I'm going to be put on the back burner. And that's fine, but just let me know either way, because if it is yes, I need to make sure we have enough spots, and if it's a no, then I'll just wipe you off and I won't bug you again.

[00:37:30] And then I always ask, "Is that okay?" So you want them to be like, "Yes, that's okay." Make sure you get confirmation from that.

So if they're a 6 or below and they don't email me back, I usually don't email them or call up or check in. If they're a 7 or 8, I will send a quick text after 24 hours like, "Just checking in." And sometimes I'll actually put it right to them, "Sounds like it's probably a no but I just wanted to confirm."

Lain Ehmann: Okay.

[00:38:00]

Jamie Tardy: I throw the no in their face. And if it is a no, they'll be like, "Yep, thanks." You know what I mean? You called it out, so it's not awkward for them to say no. And if it's not a no, they'll be like, "No, no, no, I just haven't had a chance to talk to him or her yet." And I go, "When can you let me know by?" And then I'll be like, "I'll follow up with you after that?" Because I just want to be able to mark it off.

Lain Ehmann: Right.

Jamie Tardy: So, I mean, it's a numbers game, and you know that.

Lain Ehmann: How do you track this? Do you have a spreadsheet or something you use to track this?

[00:38:30]

Jamie Tardy: Way back when, that's all I did, yeah. Now, because my assistant really runs with this, it's all Infusion Soft. So we do pre-screen calls. I don't talk to anybody that hasn't been pre-screened by my assistant. It's amazing now, but it is kind of a pain in the butt to know where they're at for you.

I also boomerang the heck out of any emails. So like, 24 hours wise. Or I put reminders on my phone for 24 hours after a sales call for 24 hours, so even if it's on a weekend, it'll just pop up and I can send a text.

[00:39:00]

Lain Ehmann: And how ... Infusion Soft ... does that ... since I don't use it, I'm not sure how much it is for a contact management-

Jamie Tardy: I would not use it as a contact manager if that's all it is.

Lain Ehmann: So let's say you've got ... mastermind, you've got six spots and you're talking to ten people. How do you track the numbers, specifically? Or the revenue, potential revenue? Or coaching clients, there's an upper limit of how many coaching clients you want or need or can have. So how do you make sure, looking out, three months from now-

Jamie Tardy: You mean timeline? How many we need?

[00:39:30]

Lain Ehmann: Sort of, yeah, just in terms of if I've got a revenue goal, how do I start tracking leads or prospects versus workload versus revenue? Does that make sense?

Jamie Tardy: I think so. And it's getting a little fuzzy with your headset when you move, just so you know.

Lain Ehmann: I won't move.

Jamie Tardy: Oh, that's way better. So I usually pre-plan that stuff, but that's just me. So what I would do and what I do with my clients ... I'll do this with you. We sort of started to do this with your goals, right? So we set a revenue goal. We go, "This is how much I want to make," because yay money. Right? Then we break it down to how many clients that potentially could be, right? Then we break it down to how many hours, how much time ... if you can handle it.

[00:40:00]

Lain Ehmann: Mm-hmm (affirmative).

Jamie Tardy: Now yours is a little bit more in flux, because you might be able to go, "I can handle three funnel packages per month" or three whatever per month. Whatever the things are. It's going to be a little bit different. For me, the way I do it, I have my masterminds, which are separate, and I just figure out exactly how many people I want to have in each one and when we want to sell a new pod. So now that we have the 18, I know how many hours that takes me. I mean, sometimes people email and text, but when things happen in business, they're like ... so there's a little bit of-

[00:40:30]

Lain Ehmann: Never ever happened to me! Never happened.

Jamie Tardy: And I love you. But that being said, that's an ebb and flow that I can't really predict. But in general, it's about the same. Somebody's always going through something, let's just say that. That's just the way it is. And I love that, and I want to be able to celebrate the wins and help with the non-so-great things, because this happens all

[00:41:00]

the time.

[00:41:30] That being said, when I look at 101s, I only have a handful of 101s, and I only coach on Tuesdays, right? So on Mondays, I sometimes have some of my masterminds scheduled, 'cause Mondays are meeting days. I only have so much time on Tuesdays. I'm not willing to open up another day. That being said, I can only fit in so many people within that. And some of my people are part-time and some are full-time, so what my assistant does is we have a spreadsheet. This might be something that you might want to get if you can actually predict how many hours things are going to be and when you actually do them.

So if we use a master schedule for you and you're like, "Wednesday, Thursday, Friday are my hardcore workday no meetings." Right?

Lain Ehmann: Right.

Jamie Tardy: [00:42:00] Then you go, "I have 8 hours in each day," or however many hours it is, which means I can handle this much work, whatever it is. When you start figuring out how many clients you have now, versus how many clients you want, you can predict how many you need. Does that make sense?

Lain Ehmann: Yes. And I'm starting to ... I have been tracking everything in [Tubble 00:42:17] to see how long I spend on each thing, so I have also predicted ... like I have a spreadsheet of how long I think something's going to take.

Jamie Tardy: Perfect.

Lain Ehmann: [00:42:30] Now I'm comparing the hours, so I'm going to have a much better sense of that. Especially client by client, 'cause I have so many repeating clients ... I know if I'm doing something for number eight on the list there, it's going to take ... we're going to have a meeting up front, it's going to take 45 minutes, we're going to have a meeting to recap ... so I have a very good sense of how long it'll take.

Jamie Tardy: [00:43:00] What I want you to ... so this is the thing. I love this, and I wrote down I want you to send me that sort of spreadsheet that you have, that you've done, along with the pricing. It's going to ebb and flow, I mean, it's not like we're going to be perfect on this. You don't have to be to the letter on all these things. But what I'm looking for is you to look at your week and look at how many weeks u have for whatever this client project is. And I'd also make sure we build in some lead time from them, because you know how much of a pain in the butt it is to go back and forth.

Lain Ehmann: Yeah.

Jamie Tardy: [00:43:30] So even if it's you ... and this is what I used to do, especially before I had the team, I would go through at the beginning of every month and go, "Okay, where are we at right now? What does this month look like? How many more clients do I need?" And I would pull out ... and this might be something for you to put in your ... I've

had you do a master schedule before, right? All right, well, guess what you get to do this week?

[00:44:00] So the website is [eventualmillionaire.com/masterschedule](http://eventualmillionaire.com/masterschedule) and the point that I want to you to be able to do is to really put the priority on the actions that are most important and actually schedule time for it. Because what has a tendency to happen, as you know, business owner -- or anybody listening, I'm sure, knows too -- that when you start your work week, you're like, "Yay, I want to do all these things!" And then you look back on Friday and were like, "How come I didn't get any of the good things that I was supposed to do done? I just kept up with what I was doing." Which is not good, working in versus on.

[00:44:30] So if one of your goals is to get new clients, on Fridays or whatever the day of the week, you should have three spots open for sales calls. You're like, "Shoot, they're not full yet! I need to make those full. If I don't, I'm not going to hit my goal."

Lain Ehmann: Right. Right, right.

Jamie Tardy: See, it's less about having it be all willy-nilly and more about going, "And this is what I need to do every week." You see what I'm saying?

Lain Ehmann: I like that. It makes a lot of sense, yes.

Jamie Tardy: And then if it's not ... and it's not like you can't shift things. Ideally I want to ... and you know how scheduled my life is. Because Tuesday is only coaching days, AJ knows that she's not allowed to put anyone else in that schedule. Mondays are this day ... so when we do that, you can't just wiggle people around easily. You want them on your schedule so you actually have a clarified, easier work week. Which I know is tough for you because in general you have a lot of calls and you have to chat with lots of people, but try and go, you know what? The mornings are my phone call time ... or whenever. Maybe the afternoons are because you write better in the morning. But once you watch the master schedule, it talks about figuring out when you work best, and if your best writing time is in the morning, don't book anything in the morning, even if a client's like, "Oh, this is the only time I can do," then be like, "Well, I'll just wait til the next day and we'll do it in the afternoon."

[00:45:00]

[00:45:30]

Lain Ehmann: Right.

Jamie Tardy: That make sense?

Lain Ehmann: Yeah.

Jamie Tardy: Okay. Because I want you really clear. That also being said, the prospecting thing and you actually asking for referrals, those things that you know work should also be on that master schedule.

Lain Ehmann: Okay.

Jamie Tardy: So I might go, "Today's my sales day." I, seed networking-wise, I ask for referrals, I ask for ... you know what I mean? I do my sales calls, all in one day. That make sense? Not that you can't do it on other days too, but if you don't put the priority on it, it will literally slip. Because you are also more in your comfort zone with the delivery of product and the writing and the getting into it and that sort of stuff, than you are on the sales side. And a lot of people avoid that. That makes sense, because it's uncomfortable.

[00:46:00]

Lain Ehmann: Right. Right.

Jamie Tardy: That make sense?

Lain Ehmann: Yes.

Jamie Tardy: Do you have any follow-up questions on that, specifically?

Lain Ehmann: No, I don't think so. I think it's pretty clear.

Jamie Tardy: Okay, so what that means, and I'm going to give you more things to do, what a surprise. I have all your [actual 00:46:30] names right now and I want you to really send me the master schedule, also. And it does not have ... most people are like, "I don't want to be over-scheduled, I don't want every second to know," but I just want you to block time. It's not like you have to go, "Then I work out for 22 minutes, and then I do this," right?

[00:46:30]

Lain Ehmann: Right.

Jamie Tardy: And there's examples in that, so you can take a look at what other people are doing. So that's number one. Number two, though, is that I know one of the biggest things that we wanted you to do was get another client, and we have some moving along the pipeline, but we need some more.

[00:47:00]

Lain Ehmann: Okay.

Jamie Tardy: Did you ask for referrals, beforehand?

Lain Ehmann: I asked one person named Jamie Tardy Masters for a referral, but she didn't answer my email.

Jamie Tardy: It's still in my inbox with 100 messages.

Lain Ehmann: I was only teasing you 'cause I was going to destroy-

Jamie Tardy: Threw me under the bus, girl!

Lain Ehmann: [00:47:30] I also wanted to get your feedback on that email and just see what you thought about that. Then ... who else? No, other than that, I have not. Nope.

Jamie Tardy: I'm also going to send you an email that I just got from somebody that was in one of my mastermind groups. She's asking for referrals. I know, and I will send that to you. I'm not going to put it out for everybody, because somebody will know who she is. But this way, you'll be able to see what her structure looks like. Then I'm going to give feedback, because there's some things I would change on hers, also.

Lain Ehmann: Great, great, that'll be good. And referrals ...

Jamie Tardy: [00:48:00] Plus, what that means is that as soon as you get that information back ... and never wait for me for things, I would send one and then ... screw it up, I don't care, I'd much rather have you go, "You know what, Jamie, you didn't get back to me, so I sent one anyway and it didn't work. Thanks."

Lain Ehmann: And it's all your fault! No, I'm just kidding.

Jamie Tardy: Totally, I'm fine with that.

Lain Ehmann: [00:48:30] Okay, that's good. Yeah. Then there were a couple people who I had sent thank yous to, our mutual friend Jason -- both Jasons that we both know -- and one of them, I sent him actually a gift card for dinner, but the other one, I sent him a whole pack of gift cards for he and his daughter to go out on a dad-daughter date, and I really wanted him to get that before I followed up, because I'm like, "This is going to be so good, he's going to love this!"

Jamie Tardy: You're so thoughtful.

Lain Ehmann: And he did, he really ... and I actually addressed it to her, and so ... it was really cute.

Jamie Tardy: [00:49:00] You are good. You're very good. And we need to make sure, in your master schedule, you're putting that in there, 'cause you're so ... I mean, I have so many gifts from you also where I'm like, "Lain! This is amazing!" And that's such a sweet spot for you, which you love also.

Lain Ehmann: I do, and that makes me so happy to be able to do that.

Jamie Tardy: Which I love, so we need more high level ideal clients that we can be going after. So how many referrals are you going to ask for this week?

Lain Ehmann: I'm going to ask for five. I'm going to contact five people about referrals is what I'm going to do. Five. Five's a good number.

Jamie Tardy: Okay. I also want ... 'cause we need to do a lot more outreach if we want to have a

lot more ... 'cause long-term?

Lain Ehmann: Right.

[00:49:30]

Jamie Tardy: So even if it's meeting ... even if it's going through the list where you've heard their name like a thousand times and you know you're sort of on the same level and maybe you can chat with them in the phone and all that, I'd love you to be networking a bit more.

Lain Ehmann: Okay, I think that would be really good. That's definitely-

Jamie Tardy: I don't like being vague -- exactly -- but you could also ask, not necessarily a client, but someone who's fricking amazing in your life, like, "Hey, you know what? I'm looking to get out and meet more people like this." One of the other things we talked about in my mastermind with a woman that's in a similar industry to you -- actually, she's the one that you're rooming with, in the retreat --

[00:50:00]

Lain Ehmann: Cool! Cool!

Jamie Tardy: And you guys are both bubbly and super awesome, yeah, exactly. We were going over the best way for her to network, also. So one quick tip for you. I would adore this as a way of connecting with the right type of people if we can make it work, though your situation's a little different from hers. For example, you have a lot of clients. They most likely need a lot of services that aren't just yours. Like, let's say it's SEO. I'm just making this up.

[00:50:30]

Lain Ehmann: SEO Web Design? All that sort of stuff? Infusion?

Jamie Tardy: So they're probably like, "Do you know anyone that's good for this, that you can rely on and that's actually good?" So what I would do, and you don't necessarily need somebody that asks you, because you probably should have this information now anyway, just for referrals, like I was saying. That being said, you can reach out to a good solid five or ten of those types of companies that would also be ideal clients for you, just saying, right? And go, hey, I have a client that is needing some of this service and I want to have somebody really, really amazing that I can refer all my clients to, are you willing to hop on a call?

[00:51:00]

Anybody for any reason will totally hop on a call if they think there's prospects involved.

Lain Ehmann: Right. Right.

Jamie Tardy: Of course, you want to hop on with the CEO. If it's ... you'd have to do research and make sure that it's a good company that could also be a prospect for you. But it's a great way for you to hop on the phone with quite a few people that are high-level, right? Now of course it's true also, so you're not ... you know what I mean?

[00:51:30]

Lain Ehmann: Yeah, so that it's not inauthentic and it's not vague, like you were saying, real fuzzy such as, "I just want to meet some cool people." It's with a very specific person and purpose.

Jamie Tardy: Exactly. So if someone were to email me and go, "I want to go to coffee," I'd go, "Nope, sorry, I am scheduled all the time," right? So it takes a lot to get on my schedule and I'm sure it does for a lot of the other people also. So if somebody's like, "I have a network of people that I want to refer to you," I'd be like, "I'll see if I can squeeze out some time for this, this looks like a great idea," right? And it's true.

[00:52:00]

Lain Ehmann: Yeah, exactly. Exactly.

Jamie Tardy: And you should be doing that, because if we can get you strategic partners, also? So you, like let's say it's SEO, and you're like, I always go, "If you're creating this amazing content and I'm helping you with this, then you really should be hiring somebody who knows what they're doing."

Lain Ehmann: Right.

[00:52:30]

Jamie Tardy: And then you go, "Do you want to talk to them?" And then the great thing is that the SEO-type companies most likely have very similar type people for their clients for you. So we can really start the strategic partner side of things. Because if you have five or six strategic partners, where you're going back and forth, whether it be high-level business coaches, accountants that have online business type-

Lain Ehmann: Number nine, the Facebook ads person on there, that's really going really well.

[00:53:00]

Jamie Tardy: Exactly, sending stuff all the time. That's what we want. My accountant is ... I don't know if you've met Al before but I literally refer everyone to him. For Christmas ... he sends me random gifts all the time because I send so much to him. I swear, all my other clients work with him. He's retired, so it's him and his wife that work together, which is like the sweetest ever. I know, it's amazing. His daughter works there too. So to me, I'm like, I love him, he goes above and beyond, why would I not refer him? And for him, he's like, "I just send Jamie gifts and I just keep getting more things!" Right? And ideally that's what we would want for you, to have someone that's like, "Oh, I trust her. Go." Does that make sense?

[00:53:30]

Lain Ehmann: Yes.

Jamie Tardy: It will be way easier for you to close, number one, because you're like, "They need me right now because they asked for a referral," that make sense?

Lain Ehmann: Yes, it does. Awesome.

Jamie Tardy: So that's what I want you to do. How many people are you going to connect with on that, within the next two weeks?

Lain Ehmann: I'm going to do ... let's do ... you said five to ten, so let's put five ...

[00:54:00]

Jamie Tardy: Or ten.

Lain Ehmann: Five to ten-

Jamie Tardy: No, I'm going to say ten.

Lain Ehmann: -how many I'm going to do. Okay.

Jamie Tardy: Okay, ten.

Lain Ehmann: Sounds good.

Jamie Tardy: I almost said ten referrals, and then I wasn't sure that you had enough to do ten within the next few weeks.

Lain Ehmann: I don't know if I do ... you know what? Go ahead and put ten, because from our mastermind, I should be able to do ten, and then people I know. Yes.

Jamie Tardy: Killer.

Lain Ehmann: Give me ten. Push me!

Jamie Tardy: I always go, "I kick, but lovingly."

[00:54:30]

Lain Ehmann: Exactly.

Jamie Tardy: Perfect. So I will send you all of your action items also, 'cause we've got a big list. So we're going to get the testimonials back. I really want you to outline what those actual product packages are and then start using them, 'cause that's also really, really important. Along with, if we can guesstimate how much time they are, which will be helpful for your schedule.

Lain Ehmann: It'll help to learn.

Jamie Tardy: Exactly. So you can start going, "I need this type of client, and I can fit in this many for however many months that is." How many ... I know we went after the referrals, but I really also want you honing in on sales calls. And I know we're wrapping up but I want to just say this real quick. The hard thing for any business owner is to go, "I want this many sales calls a week," because it's really a numbers game and then we feel crappy if we don't hit them. Or, I know your personality

type. Some don't, some don't. It depends on your personality type. So that being said, I don't want to schedule you doing this many sales calls per week, because if you fail, you'll feel crappy.

[00:55:30]

Lain Ehmann: Okay.

Jamie Tardy: That being said, we need to make sure we have a lot more ... just emailing ten people for referrals is definitely not enough. And having ten conversations? That's about 20. You might get one sales call out of that, maybe, quickly, within the next two weeks? But most likely ... and we might not even close that, you know? We need to make sure our numbers on all those things would go up. So when we create that master schedule for you, I want you to have one of those days to be at least sales and marketing, so if it doesn't have sales calls in it, we are really going all in for those marketing tactics: A.) the ones we know work, and B.) testing new ones.

[00:56:00]

Lain Ehmann: All right.

Jamie Tardy: Okay, so what I'm going to have you write down, or I'm going to write it down and send it to you also ... and we talked about this a little bit. We've already talked about what's worked for you. We need to start testing to see what might else work for you. Because ideally ... I just interviewed Noah Kagan on my show a little while ago, and he's like, "The hard thing is people will end up choosing a tactic that's not scalable."

[00:56:30]

Lain Ehmann: Right.

Jamie Tardy: And if it's not scalable, you can't just go, "Now I'm going to do 30 of them," or "Now I'm going to do 50," or "Now I'm going to put in more money for Facebook ads." And that makes it like you're banging your head against a wall. I want to make sure when we're preempting and actually figuring out your marketing, it's easily repeatable, I should say. So make that list.

Lain Ehmann: Yes. Perfect.

Jamie Tardy: All right. I will email you all of your action items. All will be well in the world, and of course you let me know if you need anything, okay?

Lain Ehmann: Thank you!

Jamie Tardy: Love you lots.

Lain Ehmann: Have a great weekend.

Jamie Tardy: I'll see you soon.

[00:57:00]

Lain Ehmann: All right, talk to you soon. Bye.

Jamie Tardy: Bye.