Jaime: Welcome to Eventual Millionaire! I'm Jaime Masters, and I am so excited to have Dennis Yu back on the show. It's so amazing to have friends, and especially when I read their bio and go, "Oh, you have a whole new title with a different company also, which we haven't even talked about." So, you're also CTO of ChiroRevenue, but of course you're the CEO of BlizMetrics also. Thanks for coming back on the show, Dennis!

Dennis: Hey, Jaime! It's a pleasure!

Jaime: We were going over all the things. And so, Dennis is the cutting edge of all the tech things. So, I bombarded him with questions even before we went live. But one of the things that we were starting to talk about was the cool new tech stuff, especially in the realm –

Dennis: Yeah.

Jaime: – of experts and thought leaders, and that kind of stuff. So, the ones you were mentioning were amazing. Let's bring everybody –

Dennis: Yeah.

Jaime: – else up to speed on our conversation that we were just talking about.

Dennis: Yeah. So, authors, speaker, coaches, experts, teachers, consultants, people who have some kind of knowledge, and they have a podcast where they do consulting, or whatever. As we know, it's one person. They produce content, they can speak, but then when it comes to the systems of their website, and courses, and books, and learning management systems, and all that, they quickly get stuck in the weeds because they're not technical. I happen to be an engineer who knows enough to be able to talk that I can pretend to be a marketer entrepreneur person, but I'm really an engineer.

            So, I wanted to show you guys some of the things we've been playing with the last couple of years, especially the last six months, and where AI has gone. You know this Black Mirror brave new world, west world, kind of thing? It's real. And I'd love to give you a tour of some of these tools that we've been playing with, and show you what they can do, and then what they can't do, and where people get in trouble.

Jaime: I love how Dennis does it like a webinar. He's like, "Ready? I'm

gonna share my screen, we're gonna show you all the secrets." But it's true. You really are on the cutting edge of all this stuff. And I remember when I'd heard about these, I'm like, "Oh, that's real now. They're actually doing it in a –

Dennis: Yeah.

Jaime: – way that actually is useful, instead of a thought experiment," right? So, please share some of the things –

Dennis: Yeah, here we go.

Jaime: – that we were talking about.

Dennis: So, a lot of people, they talk about this sort of thing, but they don't actually do it. We're gonna actually do it. And the thing that drives me nuts is that a lot of people, they just go to PowerPoint instead of actually showing it, right?

Jaime: I wanna see how messy your desktop is. That's what I wanna see.

Dennis: Hey, can you see the screen?

Jaime: Yes, I can.

Dennis: Okay. So, look. You can see I buying on Amazon –

Jaime: That's real authenticity. Yes, exactly! That's real authenticity! Socks!

Dennis: There's a lot of tabs open. We had a course coming out on TikTok ads with TikTok, 'cause they asked us to build a course. But the one we were just talking about is Conversion.ai, which is built by the founders of Proof. So, Dave and Austin are friends of ours, and Austin's is in Austin, which I think is hilarious. And full disclosure, I'm one of their advisors, and I advise a bunch of people, but I want you guys to see what is possible here, okay? Now, you've seen GPT-3? Oops. Manager's calling me. See, this is how you know it's real, right? So, what do you know about GPT-3, and the OpenAI initiative?

Jaime: Not much. Tell everybody.

Dennis: Okay. So, the biggest threat to humanity according to Elon Musk and the founders of Google and other folks is AI, because AI is just

so smart, and it's out of control. But there's so much power. So, how do FANG – Facebook, Apple, Netflix and Google – how do those companies deal with it? They created the OpenAI Foundation. Which is supposed to be OpenAI, but what they did was they licensed part of it commercially, and that's called GPT-3.

And there's dozens of apps that are built on top of GPT-3, of which this is one of them. So, you're gonna see a lot of tools that are like this, and if you start looking, you're gonna see there's dozens of them that will write blog posts, that will build websites, that'll do pretty much everything in marketing. I'll show you in just a minute how to do Deepfaking. So, we can deepfake you, we can deepfake me. So, you know what a deepfake is, right?

Jaime: Oh, I do. Yes.

Dennis: All right, so this is the scary new world that we've entered. And now, you can see everyone that Jaime and I are having a chat here, but then if you're watching this in 2022 or later, you might be wondering whether this conversation really occurred, or whether it was generated.

Jaime: I remember just a couple years ago, my friend is like, "Because you've put so much content out there, anybody can be you at this point." And I was like, "Oh. Yay. Yay."

Dennis: Yeah.

Jaime: "I can't do anything about it." Nobody do that, by the way. Please, anybody listening, don't do that.

Dennis: Let's be Jaime, and let's start – you see all these different tools?

Jaime: Mm-hmm.

Dennis: So, with an AI, even as smart as it is, you have to tell it what you want. You still have to be intelligent. So, we can write a story, you do a headline, we can write a blog post, we can expand on this, and we can do it in any language we want, right? You have video topics on YouTube responding to reviews in a very particular human-ish kind of way. There's so many different clever things that we could do. What do you wanna start with?

Jaime: I wanna write a blog. There's so many people that are like, "I wanna write a blog post," –

Dennis:	Oh, okay.
Jaime:	– but they're really judge-y when it comes to write-ups.
Dennis:	Got it. Do you wanna start with the blog post topic ideas, the blog post intro paragraph, or the outline?
Jaime:	Oh, let's do an outline.
Dennis:	An outline? Okay. So, here we go. And let's do it in a voice – you wanna do it in the voice of Jaime Tardy, or Sylvester Stallone, or Donald Trump, or funny, or what do you wanna do it in?
Jaime:	Can you make it funny? I wanna see if an AI can actually be funny. That'd be great.
Dennis:	So, we'll use witty or funny, okay.
Jaime:	Yeah.
Dennis:	Okay, and then what's the title of our blog post?
Jaime:	Good question. "How to Write a Book."
Dennis:	"How to Write a Book." We'll just do this for now. And then, we can be more specific, right?
Jaime:	Okay.
Dennis:	What kind of book? Is it non-fiction? Who is it for? Okay, so here we go. Without really giving it anything except how to write a book and funny. Now, this is all generated brand new. This is not copied from the internet, or anything like that. And it'll take a minute or so. It'll pop up here. Okay, here it is. So, remember, this is the blog post outline. In each of these outline points, you're gonna expand into a paragraph, and then expand it even further, add in images and links, and all these other things we'll talk about in a minute, right? So, look. You can see we have a few of these outputs. And some you might like or not like, right?
Jaime:	Can you read some of them out loud so that way people that are –
Dennis:	Yeah.

Jaime: – on audio only can hear them? 'Cause my jaw has dropped. By the way, I have people.

Dennis: No. 1. Write the title. 2. Draw a picture of what your book will look like. 3. Write down all the things you know about your story, including characters and settings. 4. Decide on a genre for your story. Mystery, adventure, romance, etc. 5. Create an outline with chapters and scenes to follow. 6. Start writing. Be creative and have fun. 7. Read back what you wrote, and make sure it makes sense, or ask someone to read it. 8. Keep going 'til you reach the end. 9. Put some pictures in it. 10. Make sure – Okay, so this goes –

Jaime: That's crazy!

Dennis: – this goes on and on with lots of examples. But let's try another one.

Jaime: Okay.

Dennis: Instead of how to write a book, how about something else that we could structure? How to –

Jaime: I don't know. You put me on the spot. Make something up.

Dennis: Right? How to interview a pro.

Jaime: Ooh.

Dennis: And let's do it in the voice of – oh, who's the guy who drops the F bombs all over? Samuel L. Jackson. Okay. And you can even put my name in here too. And the thing is, it's looking at all the things that Samuel L. Jackson or Jaime Tardy's ever done, and it will write in the tone of that person about that topic. And let's choose four outputs. And we're gonna do that in English. We can do it in Spanish, and German, and other languages. And my friends who are multilingual will say it's right on. It has –

Jaime: Wow.

Dennis: – the nuances. It's not just some kind of crappy Google translate, right?

Jaime: So, I never have to write again is really what you're saying? Darn it!

Dennis:	This will get you 90% of the way there. Then, you have to add in your parts. You have to add in your stories, 'cause the AI is just pulling from the internet. Now, it's crazy what the AI knows, right? How to interview a pro. Step 1, prepare for the interview. Step 2, plan your questions. Step 3, get on Skype with the pro, and have them walk you through their process. Now, they said Skype. Maybe because they know that we're on Skype. Who knows?
Jaime:	We're on Skype. Right.
Dennis:	Step 4, ask follow-up questions to get a better understand what they do, how they do it, and why they recommend that approach. Step 5, write down your thoughts after the interview. Anyway, it goes on and on, okay?
Jaime:	Yeah.
Dennis:	And it may even know that we were talking about writing a book. Step 1, pick a topic you're passionate about. Step 2, brainstorm ideas for your book. Step 3, write down the first sentence of your book. Step 4, keep writing until you have at least 50 pages written. Right? So, that an example of one of these tools. Now, let's –
Jaime:	Yeah. That's awesome.
Dennis:	– go back and try another one of these tools. Let's do the creative story.
Jaime:	They have an AIDA framework? Man, I haven't even –
Dennis:	Yeah.
Jaime:	– been in this.
Dennis:	Yeah, they do. The PAS framework. Yup. "Last month, I was driving to have lunch with Dave of Conversion.ai, but the crazy ice storm foiled my plans." And let's do it in the tone of Donald Trump. Or no, let's do it in the tone of – oh, Woody. Yeah, Woody sounds good. All right. And it takes just a minute, 'cause it's having to generate this whole thing. And there's several levels behind GBT-3. There's ones where it'll generate something quick and dirty, and there's ones that are more sophisticated, but they cost more. They charge you based on the number of credits.

Jaime:	Oh, okay.
Dennis:	So, Converstion.ai will charge you based on the number of basically words, but then they're paying to use GBT-3. I have an unlimited plan which is very special, so if you reach out to me, I have a very special deal.
	"Crazy ice storm, huh? I was driving to have lunch with Dave of Conversion.ai, but the crazy ice storm foiled my plans. It's been a long time since I've seen such a fresh amount of snow in this city before Christmas, and the timing couldn't be worse. The roads were slick and icy, and they just poured water on them and left it there to freeze overnight for some reason. This is one of those times when you wish you had four-wheel drive, or something else that would get me around these damn puddles without slipping all over the place like an idiot who didn't know how to work their brakes correctly."
Jaime:	What?
Dennis:	"The weather forecast warned of the storm. I checked my phone to see if Dave's company is closed, but the site seemed to be down. Confused and frustrated, I tried to call him at work on his mobile, but no one answered. I know he's in an area affected by the storm. I thought he must've been out there driving around with everyone else while trying to get home safely from work. Blah blah blah blah blah," right?
Jaime:	I'm just thinking my kids are gonna use this for every creative writing project. I can never give them access to this, 'cause I mean –
Dennis:	Yeah. The AIDA framework? Sure, let's do that. So, let's say there's something you wanna sell. What do you wanna sell?
Jaime:	What was Neville's old company? "Lights For Raves," or something like that? Yeah.
Dennis:	A copywriting course, or something.
Jaime:	Oh yeah, that's what he sells now. He used to do rave paraphernalia.
Dennis:	Oh, okay. Rave – well, let's call it, "Rave –

Jaime: Maybe that's not a good one to be looking up live.

Dennis: Paraphernalia –

Jaime: That sounds bad. All right, maybe – we'll see.

Dennis: Let's say that –

Jaime: Okay. Smart, Dennis.

Dennis: – this is the copyrighted work. Oh, okay.

Jaime: Thanks for getting me back on track.

Dennis: You can do whatever you want, and – okay, so what is the description? "Learn – I don't know. "Learn how to be a pro copyrighter from Neville." How do you spell it? Is it M-A-D-H-O-R-A? How do we spell it? I don't know.

Jaime: Medhora? Yeah. O-R-A.

Dennis: Spell it?

Jaime: D-O-R-A, I think. Yeah. He'll be mad if I get it wrong, but you know –

Dennis: I'm just obviously misspelling it, yeah. And let's do – I can't even spell your name.

Jaime: Type in Masters –

Dennis: Martin Masters? All right.

Jaime: – instead of Tardy.

Dennis: Masters. Okay.

Jaime: 'Cause hopefully, it'll actually know who I am now.

Dennis: Okay. And of course, you wanna put in more. I only put in 52 characters –

Jaime: Yeah.

Dennis: – out of 600. "To be persuasive – cell right, good landing pages. I

have a good copy. I don't know from any pages. I don't know.

Jaime: I make so many of my clients redo their emails based on this framework, and if they just have a shortcut now – wow.

Dennis: Okay, so everyone understands the AIDA framework: Awareness, Interest, Desire, Action. It's four stages that you step people through, right? So, here it is. It's taken what we have and broken it into AIDA already. Attention: Do you wanna learn how to write copies itself? Interest: You can be a pro copywriter in just 10 days. Neville Medhora, the world's leading expert on persuasive writing and landing page will teach you everything he knows about how to make these cells with words.

This course is designed for beginners who have never written any copy before, as well as experienced writers looking for new tips and tricks. That's interest. Desire. Neville's helped some of the most successful companies in the world grow their businesses by teaching them how to use words more effectively. He'll show you his proven methods so your business can also start making money from its marketing efforts. And it doesn't matter if you're an entrepreneur working at a large company. This course will help anyone become better at selling with words. Action. Click here now to sign up for a copywriting course.

Jaime: They write way better than me. I love this.

Dennis: This is better. Look, you know that Big Blue and all these programs will beat you in chess? They will beat you in whatever game? I'll play the piano. They'll do everything. And this is the robot –

Jaime: Man.

Dennis: – out marketing us. Outwriting us.

Jaime: I thought conversion – so, I'm not an affiliate, by the way everybody. And I heard of it, but I didn't realize it was gonna be this great. So, now I actually have to go get it. Thanks. Thanks Dennis and Dave.

Dennis: Now, you guys have zero excuse.

Jaime: Seriously. Yay.

Dennis: For writing. "Oh, I've gotta get a blog post up." Great! Done.

Jaime: That's awesome!

Dennis: Two minutes, I'm done with my blog post, right? I'm wondering what Google's gonna do from an SEO standpoint, 'cause they're not gonna be able to tell whether it was autogenerated or a human wrote it.

Jaime: Wow, yeah.

Dennis: Right? What does this mean for SEO? What does this mean for podcasts? What does this mean for all this? Okay, so you have to admit, you agree this is pretty exciting from a text standpoint, right?

Jaime: Yes. Oh, I know. Now I'm scared, yeah. Anyway, but it also has Facebook ads, and a whole bunch of other things that –

Dennis: And that's all there.

Jaime: – people would have to learn a lot of skill to actually be good at, and they will be better than you. The computers, the AI –

Dennis: Exactly.

Jaime: – will be better than you. Man.

Dennis: Yeah. I've tested it. The computer is better than me at writing copy. And I've written a lot of copy. I feel like I'm a pro. It's beating me.

Jaime: You feel it so much, yes.

Dennis: Yeah, it's not even fair, really.

Jaime: All the effort that you've made Dennis is now pfft, because then everyone can be like you now. What the heck?

Dennis: Well, imagine that you were like me, and I actually was a division I cross country athlete, right? I ran the mile, I ran the 10-K, I ran a 407 mile, if you can believe that or not. And that took a lot of effort. We're running 100 miles a week to get to that point. But imagine someone invents a bicycle. And now, some fat slob is gonna beat me, even if they haven't worked out at all 'cause

they're on a bicycle. That's how it feels.

Jaime: Yup.

Dennis: I've been working and training and training, and someone just beats me 'cause they have a bicycle, and I don't.

Jaime: Wow.

Dennis: That's what technology does.

Jaime: Yup. Well, I knew it was coming. That's the thing. You talk about the singularity, and blah blah blah. It's just I haven't seen it in an application that was extremely useful –

Dennis: Yeah.

Jaime: – like this beforehand.

Dennis: Yeah. If you're an author, speaker, coach, podcaster, or whatnot, think about maybe past podcasts that you've done. Think about things like that that you could turn into a book if you just had the time. You can literally take a one-hour episode and turn it into a book if you have chapters. I'm gonna show you how we did that.

Jaime: Okay.

Dennis: So, one of my friends is a chiropractor, and he did a podcast. This one-hour podcast on the Vegas nerve, and how it affects your health, and whatnot. And we literally just turned it into a book. And here's the book. The vagus demystified e-book.

Jaime: Wow.

Dennis: Looks nice.

Jaime: Yeah.

Dennis: The vagus nerve is this one that's right at the bottom of the skull, and it's called I think the "Suicide Nerve," or something. 'Cause if people have pain, it's so bad people wanna kill themselves.

Jaime: Wow.

Dennis: 'Cause it's where the central nervous system connects to the brain

stem, and all of this stuff. So, they did a one-hour webinar, a YouTube link, and then we took that YouTube and we pumped it through our different tools, and it generated this whole book. And now, we're publishing on Amazon, and all these other sorts of places. Here, let me just go ahead and download it so you can see.

Jaime: Okay.

Dennis: Now, is it a fancy kind of book? No. But it's good enough, because most people don't even read the books anyway. So, here. Here's the book.

Jaime: Well, and even if it's just a first draft, and you just have to tweak it, you have a whole book.

Dennis: Yeah. Now, what I don't wanna do is represent that we just click one button and we're done, –

Jaime: Mm-hmm.

Dennis: – because when people speak, it's not as clear as when you turn it into words and chapters. So, you can see here's the outline of the book, right? And this of course follows the topic points for the webinar they had. And they had slides, so we pulled in the slides, and we pulled the words out of here, transcribed them, and then we ran it through Conversion.ai using one of their tools. I think it's called, "Talk to me like a 5-year-old." Because this is a heavy medical –

Jaime: Yup.

Dennis: These doctors like to use medical words that confuse people. So, we ran it through, and there's also another tool in here that's called the "Content Clean upper," or whatever improver. Content Improver, okay? So, here. This one. Content Improver. So, literally you take a piece of content, and then it'll improve it. So, let's just take –

Jaime: Can we do my whole book in there? 'Cause that's I'm pretty sure –

Dennis: Okay, so let's say something with you and me. Okay, and I'm gonna just take a piece of text. Well, anyway, I'll just take this. These are actually pretty decent. But let's just say here's a piece of content, okay? Actually no, here's one. Here's a piece of content, repurpose your stuff. Okay, let's say these were words. Actually, I

can grab words out of here. Out of D-Script. Or where's my D-Script? D-Script. Here it is. Right, so I've got all of these. Now I'm switching tools. Now I'm going into D-Script.

Jaime: Yeah, what's D-Script?

Dennis: D-Script started a few years ago mainly for podcasters. And what it would do is pull in the audio –

Jaime: Mmm.

Dennis: – and transcribe it, just like you would mess with a Word document –

Jaime: Mm-hmm.

Dennis: – for a WordPress blog post. And you could edit the audio by edits. So, on one side you have the audio, and the other side you have the words, right? So, you come in here – now, here's one from yesterday.

Jaime: How did I not know that? So, if I said someone's name wrong, I can change it?

Dennis: Yeah, you can fix it. Here it is. Now look at this. Now, here's a video. And I'm gonna hit play.

[Video clip plays]

Dennis: Okay, so this is video that I took on my iPhone, right?

Jaime: Okay.

Dennis: And we upload it here into D-Script, and then D-Script is already pulling out these different words.

Jaime: Mm-hmm.

Dennis: And now, I can edit this here. And when I edit this, let's say I didn't want to say, "Breasts." "Is it true of your breasts?" I can say, "Is this true of your toenails," or whatever. And we could do that, right? Or I can just get rid of it, or I could say –

Jaime: And it will say it in her voice?

Dennis:	Yeah. But then there's some other things. That's called, "Overdub."
Jaime:	Mm-hmm.
Dennis:	So, if we read in the words the right way, and we agree to the terms saying, "Yes, I give permission for D-Script to be able to use my voice and make copies of it in different ways," then we can have it say whatever we want in whatever tone. And if you listen really carefully, you can tell that it's not real, but unless you're really paying attention, you're not gonna know, okay?
Jaime:	Well, we talk so fast, right? And we're so used to –
Dennis:	Yeah.
Jaime:	– a lot of information at once. Man. Huh.
Dennis:	Now, think about this. So, Jaime, you and I have got a lot of video.
Jaime:	Yes.
Dennis:	So, forget about the whole Deep fake thing just for a minute. Just from the ease of taking this, let's say that I wanna get rid of party. "My tattoo artist said –" Maybe I don't want this, right?
Jaime:	Mm-hmm.
Dennis:	And I can just get rid of that like that, and it's gone, right? And then, I can play from this section instead, and now say, "My tattoo artist said they're sisters, not twins." Here we go –

[Video clip plays]

Dennis:	Okay, and you see that?
Jaime:	Wow.
Dennis:	Now, I edited that. I'm editing video just like I'm editing words in the document.
Jaime:	Yeah, I was trying to look at the video to see if I could see the – yeah, okay.
Dennis:	It's editing all of these. So, now I can turn these into articles, I can

turn these into all kinds of different sorts of things.

Jaime: This is why I talk to you, Dennis. Tell me all the things, 'cause I didn't even know that existed.

Dennis: I'm just revealing all the tricks. The magician's not supposed to show all the stuff. Right, now you wanna go a step deeper?

Jaime: I mean, you're warming me up. I don't know.

Dennis: All right. This is like a red pill or a blue pill moment.

Jaime: Yeah, exactly. Oh God.

Dennis: All right, now here's what we're gonna do. I'm going to – oh, what is this? Chris Lamb just sent something to me. I'm going to stop sharing my screen, 'cause I want you to share your screen, okay?

Jaime: Okay. I don't have anything on my screen except for you, but okay.

Dennis: That's okay. Open up a new tab, –

Jaime: Okay.

Dennis: – and go to financialfreedommovement.com.

Jaime: Oh, it's slow. Hold on – Oh, now my – hold on.

Dennis: All right.

Jaime: My computer's having an issue.

Dennis: Uh oh!

Jaime: Yup. Can you actually see my screen? There we go.

Dennis: Yeah, I see your screen. There it is, you're on Slack. All right.

Jaime: Yup. What do you want me to go to?

Dennis: Go to financialfreedommovement.com.

Jaime: Movement –

Dennis: And this is something that's not gonna be released for a little while, but we're just gonna play so I can show you –

Jaime: Okay.

Dennis: – where things are going. And then, click on the play button there. And there's a little unmute thing there too in the corner.

Jaime: Oh no, that's what's his face.

Dennis: It's what's-his-face. Yeah. Do you see the – yeah.

Jaime: It's very loud in my ear, yes. What was that?

Dennis: Okay, so yeah. Go ahead and hit play.

Jaime: Okay.

Dennis: I hope the audience can hear it too.

Jaime: Well, yeah. It's only coming through my headphones, 'cause I don't have it. Here, I can unplug.

Dennis: Okay.

Jaime: Hold on. Let's see if this works. There we go.

[Video clip plays]

Dennis: Make it a little bit bigger too.

Jaime: Okay.

Dennis: Expand it.

Jaime: Okay. I'm gonna pick Dennis.

Dennis: Okay.

[Video clip plays]

Jaime: It can't be real toilet water.

Dennis: Oh yeah, watch.

Jaime: Oh. Dennis.

[Video clip plays]

Jaime: Oh good. Okay, he uses a LifeStraw. That's different.

Dennis: That's a LifeStraw. That's right.

Jaime: Phew. I do that.

[Video clip plays]

Jaime: Savage. Oh man.

Dennis: 'Cause it looks easy to me. Now, hang on. Hang on. Keep going.

Jaime: Hang on? Okay?

Dennis: Yeah.

[Video clip plays]

Dennis: See? How much more power is there? One more scene. One more scene, before I let it go.

Jaime: Okay.

Dennis: Just so you can see.

Jaime: Oh. It's not much. It's 30 or 50. I'll pick 50.

[Video clip plays]

Jaime: Ugh. That's awesome. Oh, it makes me pick again, because I was wrong?

Dennis: Yes.

Jaime: $30,000.00.

[Video clip plays]

Jaime: Hold on. How long will that wait for me? A long time?

Dennis: Forever. It just keeps moving.

Jaime: Hmm.

[Video clip plays]

Dennis: All right, you get the idea.

Jaime: Okay. It's funny, 'cause I just watched a Netflix show – I can't even remember which one – that had this choice. I'm like, "Why hasn't there been more of these things? I'm surprised it hasn't been so popular yet."

Dennis: Now, let's break it down from the standpoint of our audience of author, speaker, coaches, right? So, from a consumer standpoint, –

Jaime: Mm-hmm.

Dennis: – if you're a fan of Jake Paul, this is kind of fun, right? 'Cause you're engaging. He's doing silly things like toilet water, right?

Jaime: Yeah. And you feel like, "Hey, you're awesome! Great!" Yeah.

Dennis: And of course, you know if you chose Jake Paul, then he has to drink the toilet water, right? So, we all drank the toilet water.

Jaime: I should've chose Jake Paul. I really should've. Sorry Dennis.

Dennis: But it's entertaining, it's fun, it's educational, and you can see there he's asking questions, right? And then, based on the answers to your questions, – 'cause then later, 'he's gonna ask you, "What would you like to be?" "A YouTuber." "You'd like to be an entrepreneur." "You like to start an agency." "You'd like to become a video editor." "You'd like to learn how to balance your taxes," or whatever.

             And then, he'll say, "Awesome! You wanna learn to be a YouTuber? That is great. I'm gonna show you how I did it, and I'm also gonna introduce you to my friend so-and-so, who is a big YouTuber as well." "Oh, you told me that you have this much money in your bank?" "You told me that this is your group –""You just told me Jaime, –

Jaime: Yup.

Dennis: – 'cause I can use your name – "You just told me Jaime that you

wanted to do this, this, and this. Well, I've prepared a plan just for you." Can you imagine that?

Jaime: Well, it's funny. My whole job can be replaced. People just –

Dennis: Yeah.

Jaime: – put in their business problems, and I'll be like, "Well, if that's the case, then you're gonna go do this." And I don't have to do anything anymore, right? Will that work?

Dennis: Let's go several levels deep into –

Jaime: Uh-huh?

Dennis: – Inception. You know Inception? The dream inside the dream inside the dream?

Jaime: Yeah.

Dennis: You're playing chess many steps ahead of the people that are in the game. So, if we know that we can map these things, if we know that we can deepfake, if we know that we can create video, and we can write words in other people's voices, and whatnot, all these different tools, then why don't we take everything Jaime that you've ever said, everything that your guests have ever said, people who have expertise, and we take anything they've ever said, and turn them into IF-THEN sequences? So, if you wanna write a book, then do 1, 2, 3, 4, 5. If you're not getting enough views of your video, then do this.

And if your landing page isn't converting, if you get a positive review for your business, if you're about to speak on stage, if you woke up with a headache this morning, if this one thing happened, then here's a piece of advice. Now flip it. Any content you've ever produced, any speaking you've ever done, any blog post, any Twitter or Facebook post, any post content you've ever made, well you tell somebody, "You should do this." That by default is the then statement, right? "You should do this, you should do this, you should do that." Okay, great. But with anything where you tell people to do something, you need to have an if in front of it, right?

So, I would say – and this is gonna piss off a lot of people – if you actually have expertise in something, and you're telling people, "Well, you should drink celery juice in the morning," – 'cause

that's what I'm doing here with my Facebook cup, right? Well you don't just do that, 'cause you don't wanna give everyone the exact same prescription, the exact same recommendation, the exact same treatment plan. That's like a doctor saying, "No matter what it is, I'm gonna do heart surgery." No, if you're an author, speaker, consultant like you or me or these other folks, then your recommendation is specific to whoever they are, right?

'Cause you're taking the data, like the heartrate and the blood pressure and the x-rays, you're doing a diagnosis, which is, "Here's my analysis of what's going on," and then you're saying, "And then, here's what we're gonna do for our treatment plan." "Okay Jaime, it looks like the x-ray shows you have a broken collarbone, 'cause you went skiing too hard and did a crazy jump." And then, "We're gonna do this thing to fix your collarbone and take these pills to take care of pain." It's this sequence that's logical.

So, take anything in your head, any content you ever produced, anyone you've ever interviewed, everything they've ever said, and then distill it into a series of IF-THEN's, and now you've got an interactive sequence that you could call, "Jaime on Demand." So, how much would people pay if they –

Jaime: Right?

Dennis: Not everyone can have an hour or two. Imagine having an hour with Jaime every week. What would that be worth?

Jaime: I've been wanting this since I made decision trees back in tech support back in the day.

Dennis: Decisions. Yeah, DSF. Yep.

Jaime: I record a lot of my coaching calls. Not that they're –

Dennis: Yeah.

Jaime: – confidential. But I'm like, "I can just input it all." And then, everything that I ever say, and then I don't have to exist anymore. My kids can just ask it anything, and I won't have to be here anymore. I mean, it's crazy. How do we do that? Is that something that you can actually upload?

Dennis: Okay, now I'm gonna show you something.

Jaime: Oh no! I want it, but I don't want it.

Dennis: Oh, okay. You know the red pill moment? Like –

Jaime: Yes.

Dennis: – you get flushed down the toilet hole, or you go back to the Matrix and pretend like nothing happened?

Jaime: Yup. As long as I have a LifeStraw, I'll be okay, right?

Dennis: All right, can you see this?

Jaime: Yes.

Dennis: Okay, so this is another one that we've made. I can show you the Jake Paul one too. It's called, "Our Teacher's Edition." And here, we're mapping out all of these decision trees, if you will, right? Can you see this here?

Jaime: Yup.

Dennis: Where there's all these different nodes? And they all map to these different things. Now, it doesn't have to be as complex as this.

Jaime: I've been wanting this for – that's how I see it in my brain, by the way. So, the fact that this can happen without me having to do anything would be absolutely amazing.

Dennis: Yeah. So, at the bottom, you map your outcomes. So, you as an author, speaker, coach, podcaster, expert, what is it that you want people to do? Hire you for consulting? Buy your book? Join your weekly mastermind whatever coaching group? Buy your product? You can see at the bottom there's all these things you want them to do, right?

Jaime: Mm-hmm.

Dennis: So, what's one step up from that? Well, it's the explanation of why they need that product, right? Or why they have the pain, which is the AIDA framework, right?

Jaime: Mm-hmm.

Dennis: What's one step up from that? The questions you ask to determine whether they have pain. BANT. Budget, Authority, Need, Timing, right? So, that's what this is stepping through. And that's what we have Jake Paul with **Glenn Bowe** and these other folks, where – now, forget about technology for a minute. If you're trying to close somebody, you need to have a conversation that's interactive listening. Active listening, where you ask them a series of questions where they reflect the pain, and you say, "Well, you wanna get more control of your time, you wanna make more money, you wanna improve the relationships you have, or have a better thing with your wife."

You're reflecting back to them an understanding of what it is they have, right? You're showing empathy, you're showing expertise, you're showing you identify with them. That's the initial part of any sales call, right? A qualifier meeting kind of thing, right? And then, from there, you demonstrate your expertise, and you show what your package is. You show your offering, you show that you have a course, you show you have a book, you show you have whatever it is. You have oxygen water, and you want people to drink your oxygen water, because they have some kind of chronic illness, or inflammation, right?

So, it's PAS, or it's AIDA, or it's Consideration, Awareness, Conversion, or it's what we call, "Why, how, what." But it's these stages of the funnel that you bring people through. Now, if you can take anything you've ever said, and you run people through those stages, then you're having an interactive virtual conversation without them having to sit through a one-hour webinar where everyone hears exactly the same thing. Imagine Jaime, they can jump exactly to the questions, exactly to the part that's relevant to them.

Jaime: Yup. Save a lot of people a lot of time. And your conversion rates I'm sure would go up a bazillion.

Dennis: Okay, now I wanna show you how easy it is to do – 'cause some people think that this is something that requires all kinds of advanced technology. And it kind of does, but it kind of doesn't, okay? And just as – 'cause people say, "Well Dennis, I don't have a Jake Paul, or I don't have all this technology, or I'm not a programmer, or it's just me. I don't have this team. I hesitate to even show people how many people are on the team, 'cause then they'll just say, 'Well, that's an excuse for, 'I can't do this because Dennis has an army of people, and he's got the money, and he's a

technologist, and I'm just an expert in holistic healing, yoga instructor. I could never do this,''" right? So, I don't even wanna show people that kind of stuff, 'cause that kind of flex I think would discourage people, right?

Jaime: Mm-hmm.

Dennis: So, let me show you what actually is possible just by messing around. Now, these are pictures that are automatically uploaded from my phone, okay? So, here on my phone, you can see on my photos app all of these things here. Now, I did a webinar just an hour ago. There, I took a picture of it just to prove that it was real. And here's all these things that are on my phone. You can see they're the same ones right here, right? Right here. Same ones on the screen, right? And they're automatically being uploaded to my Google and Facebook, and all that. And just a week ago, I was with one of my friends, Matthew Januszek, who is the CEO of Escape Fitness.

He's got a big podcast, Escape Your Limits podcast. He's in there with all the big people in the world of fitness. He's a big deal, okay? And Mark and Matt and I were having lunch. Just a client meeting in Phoenix. And Mark got the idea, "Hey, you know what? Let's just do an interactive episode right now." I'm like, "What? But we didn't have a chance to map anything out." He's like, "No, no, no, let's just do one right now." I'm like, "Okay." 'Cause normally, we think, "Okay, well let's write it out, let's script it, let's put a whole plan, just like when you wanna produce a movie, I have a script." This kind of thing.

Jaime: Mm-hmm.

Dennis: So, then here's what we did on the spot, just to show you what happened. So, we sat down here at lunch, okay? We were having lunch here, okay? And then, Mark literally pulls up his screen and maps out using Twine, which is our little interactive chart-building decision tree thing. And then, this is what happens:

Jaime: Okay.

Dennis: Matthew starts creating a video. Now, remember, he's the CEO of Escape Fitness. They make the fitness equipment. When you go to a gold gym, or a – oh, got the sound going on.

Jaime: Yep. I wanted you to hear him.

Dennis: Okay, yeah. I'll turn it on in just a second.

Jaime: Okay.

Dennis: So, when you wanna buy equipment, he wants to ask you, "Well, first, are you a gym owner, are you a personal trainer, or are you an enthusiast?" And then, based on what that is, then he'll ask you, "Oh, you're awesome! You're a fitness enthusiast. Well, are you looking for tone? Are you looking to compete? Are you looking just to lose a little weight?" Right? You can see he can ask these questions.

            "Oh great, you wanna lose some weight. Well, let me tell you about this kind of exercise, and that kind of exercise, and this kind of equipment," right? "Let me refer you to an episode where I interview so-and-so, who is the CEO of 24 Hour Fitness, where he talks about what happens with gyms and how they stay safe during Coronavirus," right? So, you can see how he's asking a series of questions, –

Jaime: Yup. It's right in the asks funnel on steroids.

Dennis: Ask funnel, yes. And then, he's pushing you to one of his podcast episodes. 'Cause I would ask you Jaime, how – and everyone else here – how else is someone gonna get to a particular podcast episode that you have?

Jaime: Right?

Dennis: There needs to be an if.

Jaime: Yup.

Dennis: So, they have to answer the question, and then you can say, "Oh, awesome. You're a gym owner, and you're opening your second location. Let me tell you what you need to do. And we covered this in my interview with so-and-so. Here it is."

Jaime: Yes.

Dennis: "Click on this link here," right?

Jaime: 'Cause on-demand learning is so – we have so many people asking like, "What are your top episodes?" I'm like, "Well, it doesn't

matter what mine are. What do you need, and then –

Dennis: What do you want?

Jaime: – let me just give you what you need. Yeah.

Dennis: So, what is it that made Google, and prior to Google – so, I've built the analytics at Yahoo – but what was it that made Yahoo our search engine so powerful? It's that there was a box where people could type in what they wanted. But unless people type something into the box, you couldn't then say, "Oh, go to this web page," right?

You have to ask the box, "Oh, what's the weather outside, or what's the capital of Texas." Or you have to ask them a question, and then they'll say, "Okay, here. Here's the recommendation," right? So, when it comes to learning, you have to be able to collect that, just like Google collects that in search, right? So, we call this the GOAL engine instead of the search engine. Now look, here's Matthew. Now put the sound on.

Jaime: Okay.

[Video clip plays]

Dennis: So, you kind of goofed out there. But you can see he's asking –

Jaime: He's pointing, yeah.

Dennis: You can see he's asking a question, and he's then answering. So, if he says, "Are you this or that?" And then he has to then record both potential answers, right?

Jaime: Yup.

Dennis: And then have a little bit of fun. This is what Mark came up with, 'cause Mark is clever like that. Just at the end. 'Cause it can't be purely business. You have to show a little personality. So, then Matthew records this saying where he asks you, "Hey, do you wanna see me lift these weights? Here."

[Video clip plays]

Dennis: So, then you answer yes, and then he goes, and he does it, right?

[Video clip plays]

Dennis: They're heavy. It's 80 pounds each.

Jaime: Wow.

[Video clip plays]

Dennis: And that's the whole point.

[Video clip plays]

Dennis: I don't think these are all playing. I don't know what's going on. One of them is playing, and I haven't made it stop.

Jaime: Yes.

[Video clip plays]

Dennis: Okay. It's this one. Someone made a copy.

Jaime: Yeah. This is when AI goes bad.

Dennis: Yeah. Then he asked, "Hey, do you wanna see Dennis do this, right?"

[Video clips play]

Dennis: All right, now our black mirror thing is gone out of control.

Jaime: Now, it's too bad. Dun dun dun. I liked the pink dumb bells though. Those are pretty good.

[Video clip plays]

Dennis: Here we go. We're gonna open this one. Okay, so then, if you say yes – or yeah, do you wanna see Dennis do the black ones or the pink ones? So, if you choose the black ones, then you see me do this, right?

Jaime: Wow!

Dennis: But then if you choose the pink ones, you're gonna see me –

Jaime: Did you use the ones?

Dennis: – do the pink ones, right? Here. Here's the pink ones.

Jaime: And do a little dance.

Dennis: Right? It's interactive, right?

Jaime: Yeah.

Dennis: So, you have to do both choices, and then Mark decides to go a step further and he asks, "Would you like to see me – watch this.

[Video clip plays]

Dennis: So, then of course, you say yes or no. And let's say you say yes. Then you see this.

[Video clip plays]

Dennis: He grabs the pink ones which are just out of the frame, right?

Jaime: Yup.

[Video clip plays]

Dennis: Now, you can see what I did here. We didn't use any kind of tech. All we did was literally use my cell phone, and recorded a whole bunch of these little videos, right?

Jaime: And you just sort of step through, and go, "Okay, then it's gonna be this. Then, we're gonna do these two," so it's a little bit –

Dennis: Yeah.

Jaime: – easier that way.

Dennis: Yeah. So, you literally can take a piece of paper, and you can sketch out exactly how you want the flow to go, and then you number your videos 1, 2, 3, 4, 5, 6, 7, 8, 9, –

Jaime: Oh, okay.

Dennis: – 10, 11, 12. And then you send it to the VA's, –

Jaime: Mm-hmm.

Dennis: – and then they load it up and put it in the system and make it interactive. Isn't that cool?

Jaime: So, it's called Twine? What's the name of the software that does it?

Dennis: Twine is the software that allows us to do these sorts of mappings.

Jaime: Oh, the mappings. Then, what's the one that allows you to do the choices in the video? 'Cause do you just export –

Dennis: Yeah.

Jaime: – it as a video? What's the format?

Dennis: It's an interactive video, so you can't put it inside a YouTube, or whatever. It's a –

Jaime: Mm-hmm.

Dennis: – special software that's called Lightspeed.

Jaime: Lightspeed. Okay.

Dennis: Yeah. And then, we have Infusionsoft that's tied to it for –

Jaime: Yeah.

Dennis: – marketing automation. We have WordPress for all of the blog posts, and whatnot. We have LearnDash for the courses and the actual kinds of lessons. So, we're using five or six different tools at the same time here.

Jaime: So, do you use Lightspeed in your course, or do you use the interactive software in your courses also, or is it mostly –

Dennis: Yeah.

Jaime: – just for the marketing to –?

Dennis: You can do both. So, if we go to financialfreedommovement.com, –

Jaime: Mm-hmm.

Dennis: – then I could sign in, and you could see – so, what you saw first was an interactive landing page, right? The interactive landing page –

[Video clip plays]

Dennis: Okay, I'm gonna close that one. So when I sign in here, then I can see that – and this is ones people pay the 20 bucks, right? So, all of the stuff you see for free is the landing page. So, a –

Jaime: Yup.

Dennis: – landing page is free. People understand the landing page kind of teases you, asks you questions, give you little highlights, it's like the trailer of a movie.

Jaime: Does he beat Ben Askren, and then you're gonna have a whole things with that?

Dennis: All that good, right?

Jaime: Yeah.

Dennis: He's fighting all these different people.

Jaime: Yeah.

Dennis: He hasn't lost yet, which is great. And hopefully by the time you're watching this, he's still undefeated, right? Now, based on what you've selected, he and I recommend, –

Jaime: Yup.

Dennis: – "Hey, do you wanna be an influencer? Do you wanna go viral? Do you wanna edit video? Do you understand social media? Do you wanna be an affiliate and do a shopping cart?"

Jaime: And is this on LearnDash then?

Dennis: This one is on lightspeed.

Jaime: Oh, okay.

Dennis: But lightspeed and LearnDash go together, kind of. So, lightspeed

is if you wanna do interactive video where you're asking questions. LearnDash is –

Jaime: I was gonna say, does it have to be hosted on lightspeed for that specific software?

Dennis: Yeah.

Jaime: Okay.

Dennis: Yeah. Now, this is LearnDash.

Jaime: Yup.

Dennis: So, LearnDash is they've got – there's different ways that you can show your different courses, right? So, you can say, "Here's our course on how to edit videos," right? And then, when you click on this course, you see that I'm the instructor, you can see that it has these different modules and lessons, right?

Jaime: Mm-hmm.

Dennis: And then, of course, you can purchase it, right? Or if you sign in, you get access to it, right?

Jaime: But you can't embed a Lightspeed video into LearnDash right now anyway?

Dennis: You could, but I –

Jaime: Okay.

Dennis: – think you wanna use one or the other, yeah.

Jaime: Okay. What is the way that you convert all of those videos to the interactive format? That's Lightspeed? But it's also sort of a module course delivery system also?

Dennis: Yeah, so it –

Jaime: Okay.

Dennis: – not only allows us to produce what I just showed you, which is called an interactive landing page, –

Jaime: Mm-hmm.

Dennis: – but allows you to organize these courses into lessons, and collect email addresses, and collect answers along the way. So, as you're selling people, that was interactive, and then –

Jaime: Mm-hmm.

Dennis: – as people are progressing through the courses, you can make it interactive and say, "Hey Jaime, congratulations on finishing chapter one. I'm looking forward to seeing your progress in chapter two. Here's something I need you to read before you start," right?

Jaime: Yeah.

Dennis: And that same day a week later, you didn't do anything. And then, we send you an email saying, "Tsk tsk tsk. Hey, where've you been? I know –

Jaime: Yeah.

Dennis: – you've been busy. Haven't seen you for the last week. Why don't you get back on the horse, and let's get going again," right?

Jaime: Yeah. I've seen that with the gamification for a lot of text things. I mean, that's why I'm so impressed with the video. The fact that you can sort of make it slick and put it all together where you can pick where –

Dennis: Yeah.

Jaime: – you've gone is really cool.

Dennis: Yeah, exactly.

Jaime: The world we live in. And in five or –

Dennis: Yeah.

Jaime: – ten years, it's gonna be even crazier.

Dennis: It is, and all of these courses and programs and softwares are merging into one, which is sort of like this brave new world. So, we talked about LearnDash, but LearnDash works with

BuddyBoss, which is a social layer that sits on top of it. So, think of it as like a newsfeed, and a social reminder and points of leveling, and gamification on top of it. Then, we tie this with Infusionsoft, which is how we send emails. So, if you've got a course, that's great. It can be on whatever course platform. It could be Kajabi, or Lightspeed, or Thinkific, or whatever it is. But then, you wanna be able to integrate it with email. And the emails have to be driven by triggers.

And triggers are what people have done or not done after a certain amount of time. So, if you map out all of the things on Followup, where let's say you have a free course, or a free lesson, you say, "Hey, if you like that little taste of how to do –" whatever it is, right? "Then you might wanna have my course." Well, let's say we have a lead magnet, which is free, and that might be how much money should digital marketers make?

Then you say, "Hey, I couldn't help but notice you liked our guide on how much digital marketers make by different roles, on how much you should pay them. I thought you'd probably also be interested in our training for digital marketers. 'Cause if you're hiring people, you probably also want the training, and we have a –

Jaime: Yeah.

Dennis: – certification. And we happen to offer this through digital marketer. Meet my friend Ryan Deiss of digital marketer," right? So, you can see how you can use a lead magnet, or any webinar, or training, or podcast, and easily sequence it into something you're trying to sell, right?

Jaime: So, question. So, I'm in tech. I love this stuff. Most of my clients that would have the wonderful objection to what you were saying, like, "I can't do that." What do we call this role, right? I know CTO, but if they can't afford somebody that knows as much as you do, it sounds way more than just a digital marketer used to be. I mean, that's just such an –

Dennis: Yeah.

Jaime: – all-encompassing role. How would you define them hiring somebody that kind of knows some of this stuff?

Dennis: I call them course builders, and I think it's –

Jaime: Okay.

Dennis: – a new role. Because you could hire a VA to edit videos. You could hire a copywriter. You could hire someone to build a website. You could hire someone to configure LearnDash, or build Kajabi, or set up Memberium, or set up whatever – ClickFunnels. And that's great. But all of those people are gonna know how to do that one thing with that one tool. And I've seen a lot of people like, "Oh, I saw so-and-so has a course, and they put it on Kajabi, 'cause I'm gonna use Kajabi, and I hired this Kajabi, or I hired this ClickFunnels person." And then what happens?

Jaime: Yeah. All sorts of issues. I mean, I just know when I work with clients having one person that only knows one little piece, and then they can't – 'cause when you have this many different modalities, –

Dennis: Yeah.

Jaime: – one person knowing all of the things and having it actually connect and not have it – my very technical term is, "Janky," –

Dennis: Yeah.

Jaime: – is hard.

Dennis: Yeah. So, I feel a lot of pain, and my heart bleeds when I see people fall down. People who have good courses, they're good people. And then, they hire these various people, and then they blame those consultants or contractors. And maybe those people overpromised, or they didn't know how to manage. And I really see there being two key things that are missing. One, is they're missing a strategy to be able –

Jaime: Mm-hmm.

Dennis: – to tie the right components together like we talked about earlier, and then No. 2 is then you hire people to work on each of these different tools and stitch it together. But –

Jaime: Yeah.

Dennis: – you need some kind of overall plan, some –

Jaime: Yeah.

Dennis:	– kind of architecture, the blueprint of the house, and then you can hire the people that paint the walls, and install the refrigerator, and do the electric, and do the toilet, do all the different parts, but you need the architect first. And so, I think a lot of people think either they are the architect, or they think they don't need an architect. They'll just go to Home Depot, and buy lumber and paint and wallpaper, and then just all of a sudden, –
Jaime:	Yes.
Dennis:	– they have a house, right?
Jaime:	Yes. They're like, "I heard this was good, and then I heard this was good, and I heard this was good. I have no idea if they all talk together or not, but I heard that these were the best, so I'm just gonna buy all of those." And you're like, "Oh gosh, I – yeah." Here, person I randomly hired. Fix it. Yeah.
Dennis:	Yeah. Most people just hoard tools.
Jaime:	Yeah.
Dennis:	And they somehow don't realize why you can't do that.
Jaime:	But do you think it is getting easier, and will get easier as things go? Or more seamlessly than they do now integrate?
Dennis:	It's gonna get harder, and it's gonna get easier. It's gonna get harder because the tools are getting more sophisticated, it's gonna be easier because the tools are going to decide for you a lot of these things.
Jaime:	Ooh.
Dennis:	But I think for the next two or three years, it's gonna get a lot harder before it gets easier.
Jaime:	Well, I mean, before we had Zapier, it was like, "Well, how do you get people –"You know what I mean? "How do you pass D? Oh, you have to write your own scripts, or –"You know what I mean? That kind of stuff back in the day. And so, hopefully, –
Dennis:	Yeah.

Jaime:	– if the technology can do it for you, then we're all in trouble. No. Then it's gonna be wonderful.
Dennis:	Well, look, you saw today – 'cause we weren't doing PowerPoint, we were literally exploring inside these different tools – you see how powerful these tools are, but if you can't tell the copyrighting bot exactly what you want, –
Jaime:	Yeah.
Dennis:	– if you can't map out your sequences of logic all the way down to the products that you're selling, if you can't speak on video clearly, if you can't do these strategic things, it doesn't matter with the tools. So, that's what we call, "You can't make chicken salad out of chicken shit Taki."
Jaime:	I have never heard that before, so thank you for that. I love this, Dennis. Thank you so much for being on the cutting edge, No. 1, and knowing all the ins and out of all of these things and showing us the way. Even if people listening right now can't actually enact any of this stuff, knowing that your competition are gonna be probably using this pretty –
Dennis:	Yeah.
Jaime:	– soon is something really important for you to know. 'Cause their conversions are gonna go great, their customers are –
Dennis:	Yeah.
Jaime:	– gonna be happier, 'cause they feel more heard, and you're gonna be like, "What the heck is this?" So, hopefully we painted –
Dennis:	Yeah.
Jaime	– a picture for you of what the future looks like. All right, so I have to wrap up. What is one thing listeners can do this week to help them forward towards their goal of a million?
Dennis:	I want you to make a one-minute gratitude video. And it's very simple. You merely choose one moment in time, one thing that you can talk about. For example, yesterday, we got this new property, and my buddy Alex came to help us unload the truck, and deal with all these various issues, and he brought Mark this happy cat. This little happy cat with the paw that goes like this? So, I'd make

a one-minute video saying, "Alex, thank you so much. That was such a thoughtful gift. I'm so glad to be friends with you, and come on over for a barbecue," right? That is so easy to do. I'd ask you Jaime, how often do you say thank you to people explicitly in that way?

Jaime: Great questions. Not as much as I should.

Dennis: Right? And what do you think the impact would be if you literally just spent one minute a day choosing one moment. When it happens, somebody bought you a Starbucks, a friend or a co-worker did a really good job on a project. If you just made that one little video, that one little post, put it on LinkedIn, put it on Facebook, and honor them, what kind of impact do you think that would have after a few months? Just one minute per day?

Jaime: Huge.

Dennis: Do you think there's any excuse not to do that?

Jaime: No, Dennis. Definitely not.

Dennis: Okay, you guys have it, right? You can't tell me you're too busy. It takes you a whole minute to make the excuse. You could've made your video right there, or your post right there. There you go.

Jaime: And whenever I get those videos, I'll show it to everyone. "Look! Look!" You know what I mean? Yeah, it makes everybody feel good.

Dennis: Yeah. That's why we send people socks with their faces on them.

Jaime: That's why I was surprised that you were actually doing socks. Don't you have tons of socks with your face on it? Or everybody's face on it?

Dennis: Yeah. We have everyone's face on it. Yeah, it's so popular, we have a website called blitzgifts.com, where you can order socks for your friends.

Jaime: I still have – and I don't know if it's here. I think it's still on my fridge – the dollar you sent me from back in the day that I showed to absolutely everybody with my face on it. So, you are the king of that, for sure.

Dennis: It's a way of saying thank you. It only takes a minute.

Jaime: Yeah. I really appreciate it, and the gratitude shines. Thank you, thank you, thank you for coming on the show today.

Dennis: Thank you.

Jaime: Where can everybody find out how to do all this stuff? I know BlitzMetrics is one of the main places that they can just hire you to do a lot of this stuff, just so you know, but where else are you online?

Dennis: You can Google me, you can see me on YouTube, on LinkedIn, on all these other sorts of places. You can also hire us, and we're happy to implement these things. We have something we call the content machine, which is $1,000.00 a month, where our VA's will take your content, edit it, cross-promote it, and boost it for a dollar a day.

Jaime: Love it! Thanks so much for coming on the show today, Dennis!

Dennis: Thank you!

Jaime: I so appreciate it!

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Duration: 53 minutes