

Special Presentation



Bart Baggett

The Structure of The High Enrollment Speech

Bart Baggett's Marketing Mastermind

Special Presentation

The Structure of the High Enrollment Speech - May 2015

Host: Bart Baggett

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Bart Baggett's Marketing Mastermind Special Presentation Structure of The High Enrollment Speech

Bart:

This is the Marketing Mastermind. My name is Bart Baggett, thanks for being on here.

We have got people from around the world and this is specifically for speakers and individuals that are selling information. I want to tell you, not only do we have a Mastermind call, so we'll get the questions after the overview, but a structure of an ideal lecture and a lecture that actually pays you money.

Jamie, I know you've been on the TED stage and you've spoken all over the world, especially in Canada. If you could give a 20-minute or a 90-minute speech and make \$60,000, would that interest you?

Jamie:

Yes, and that type of speech is what I'm missing right now.

Bart:

Excellent, then this is going to be one of the most valuable half-hour/hour of your life.

To give you guys a background of where this information came from, as you know, I'm always studying and learning and improving my skills. You may think I know a lot about a lot of things and I do, but I always find people that know a lot more in a specialized skill.

What I'm about to share with you, I actually invested \$15,000 of my own money, I spent 5 days at this individual's house with about 15 other people, and learned what he does from stage, that I've seen him make 20, 30, 40, \$100,000 in a 90-minute speech, from a free speech from people that didn't know there was something for sale that never heard of him before. Does that sound like a good idea that you guys would want to learn?

Jamie:

That's excellent.

Bart:

Thank you. I've got other people on mute, so I know you're all nodding your head.

Here's the challenge that most of us have faced and you guys think that I have it made because I've been on CNN. I still don't have booking agents that consistently book me at 10, 12, 18, \$20,000 a lecture. That show of going on stage and getting a \$15,000 speech is normally reserved for celebrities, athletes, gold medalists, actors and people like that.

You can be like a Les Brown and obviously get that kind of money, but what I'm going to show you today is how you can make a lot more money with the free speech model than you could if you got paid.

Here's the hook: if you get paid \$15,000 and go into a conference or an expo, they sometimes don't want you to sell, especially going to a company. If you're not allowed to sell from stage or have people get continued education, then two things happen. First of all, you can't make money from the room because the people in the room are most likely to want to continue with you.

Jamie, I know everybody on this phone call, you've got a powerful education if they would spend time with you. You can change their lives in 30 minutes or 45 minutes, you can at least open their eyes.

Jamie, if you had 7 weeks with a teenager and their parents, or you had 90 minutes, would you change their life more in 90 minutes or 7 weeks?

Jamie:

I think seven weeks.

Bart:

Absolutely. You sort of owe it to yourself to learn this structure so that if you really—if your mission is to change lives, to get them as enrolled as possible so that they upgrade and spend seven weeks with you. Most of you on the call have spent weeks with me in a seminar, via telephone or even in a CD or DVD, and your life is different.

Here's the structure of this: I want to give you a background, is that anywhere in your home town there are people that will let you speak for free. What's brilliant about what I'm going to show you is the same structure can apply to a 10-minute speech, a 20-minute speech, or a 90-minute speech. This is something that I wouldn't have believed if I didn't spend five days with this guy and learn what he did.

The structure is the same and you expand it or contract it based on the amount of time you have. This is not something you do instantly, it's something you have to rehearse. One of the things we did is we did our 8-minute, 10-minute speech over and over again every day and we got better and better and better.

Obviously with eight minutes you're going to miss things and forget things, so I'm going to give you the overview, but I would encourage you to outline this in a 10-minute version, a 30-minute version, and then of course a 90-minute version because you have time for more stories and you have time to expand it.

The other thing is, free speeches around 10 are good, but there are stages in the world that they want you to get on stage and they want you to sell something. If you put a conference together, then you have two or three days and you've got to fill that stage with entertaining, engaging content.

What's even better, if you're spending \$10,000 or 20 or 100,000 for lights and hotel rooms, wouldn't it be great if I invited Jamie on stage and he gave an engaging 90 minutes and at the end of that, Jamie wrote me a check for 30 grand?

Jamie, you'd be on my stage every year, Jamie, you would, because the audience loves you and you write me a check instead of me writing you a check. That is what you guys must master.

One of our best campus owners is not on the phone, but one other person who has mastered this, Rafaela Bagge [phonetic], he has mastered the art of giving a speech where people want to give him money at the end to enroll in his continuing education. That's how he built such a big organization.

Pradeep Kipilani [phonetic], you're pretty good at this, too, but you're going to take great notes and you'll probably find a couple of pieces here that'll even improve it.

Remember, guys, I've been a professional speaker since I was 19 years old. What I'm giving you is now how to be a better speaker, it's a structure of how you eloquently and in a non-salesy way engage people to want to continue with you after you finish speaking. That's what I love about this, you can do this in a way that doesn't feel like a salesperson and it doesn't feel like they're being sold. Most of you on this call, that is very important.

I'm not suggesting that it won't come off as sales, because you're going to have to sell. You're going to have to ask people to enroll, you're going to have to send people to the back of the room to get started, but it is so much different and more elegant than what you've seen before.

I would encourage you to take some screen shots. Before I move, is there any questions on the general purpose of what we're doing and how it applies to you? I'll gladly wait for the people to un-mute if you must un-mute or I'll look at the chat room.

Vesta:

Bart, by the way, I am signed up for a conference in August, it's a women's conference. I will be giving a 45-minute speech. I'm also set up to sell out in the area where they'll have vendors.

Bart:

That's great. I'm going to specifically tailor some of this to you because we have a couple of months for you to prepare that. Do you know how many women are going to be in the audience?

Vesta:

Well, this is their third year. The first year they just had 100. The second year they had 300. This year it's at a better time and they expect it to be around 1,000.

Bart:

Great. You should get about 100 sales out of that.

Vesta:

Wow.

Bart:

The question is, do you want to sell a \$19 book or do you want to sell a thousand dollar product?

Vesta:

Right, yeah.

Bart:

Do the math. The thing is, you guys really can sell a thousand-dollar product in 45 minutes. I know you don't believe me, you may not have done it, but you can.

If you're in India, maybe that's a \$500 product. If you're in South Africa, maybe it's 300, but it's still much more than you get.

I got an email from an old friend today, he's selling a seminar and he's selling it for \$297 and most people in our business now are selling one-day seminars for \$1,500-2,000, or three-day seminars.

Really, you don't have to settle for that low price point. For example, we're going to start doing our conferences again for Handwriting University and we'll probably put the early bird discount at 300 because we want people to show up because at that event, we want to make it affordable because this niche is a little bit different, but, the retail price on those tickets will be 1,000. I know because I've seen people across the world, including India, enroll people into courses for \$3,000 US. It may take a one-on-one conversation, I've seen a guy from stage enroll a \$100,000 coaching program. He gets them interested, he has them raise their hands, he does one-on-one enrollments.

Vesta, this is really perfect for you. You're going to have to rehearse this and you're going to have to get a structure. I would encourage you to work with me directly so that I can review these points because we got to get your story right and then we have to get the product packaging all good.

Let's start, because this is going to make all of you guys tons of money. For all of you, you really can't ever master this business of being a trainer and being a speaker unless you master the art of enrollment. I'm using the word enrollment because it really is sales, but enrollment means that they want to continue with you.

8 minute - 95 Minute Lecture For Maximum Sales	
Adapted from Bill Walsh's Speaker Bootcamp with Additions by Bart <u>Baggett</u>	
Introduction t Typed and read by a person of authority.	
Ice Breaker	4-7minutes
Change Emotional State Acknowledge hosts (get clapping and engaging) Gift free gifts from stage.	
Story	4-8 minutes
This is the 3 Act structure of the hero's journey Act 1: I found myself in this situation. Act 2: The Critical Decision/ Moment of Truth Act 3 : The resolution & resulting product	
Challenge	4-7 minutes

Here we go, let's get to it. This is an 8-minute and 95-minutes keynote lecture.

By the way, after we run through the outline, I'm going to give you guys like a spreadsheet which breaks down the minute by minute. I'll just show you what I'm going to show you so you don't worry about it. You'll have it, we can email it to you, we can put it on the screen for screen shots, but you will want to take notes and also I can cut and paste this into the blog itself.

This is adapted from Bill Walsh. He's not the football coach, because that guy's dead and obviously you can't take a seminar from a dead guy. I want to let you know that I want to give full credit. This is a program that he is teaching right now, he charges \$15,000. I want to give him full credit. I have adapted it and expanded on it but I don't want you guys to teach this, share this, or publish that. Does everyone agree to that?

Multiple Speakers:

Yes.

Bart:

Okay. I appreciate that because obviously he’s now a friend of mine, I paid him, but it’s mostly his content, although I’ve definitely added some things of mine. You guys pay me money, I want to give you the best information available and I want to get my money’s worth by making you more successful.

	A	B	C	D	E	F	G	H	I	J
1	10 minute - 95 Minute Lecture For Maximum Sales									
2	Time allotted for your lecture	10 min	20 min	30 min	45 min	60 min	90 min	Time Range	Percentages	
4	Adapted from Bill Walsh's Speaker Bootcamp									
5	with Additions by Bart Baggett									
7	Introduction	x								
8	Typed and read by a person of authority.									
10	Ice Breaker	0.5	1	2	3	3	4	4-7 mins	8%	
11	Change Emotional State									
12	Acknowledge hosts (get clapping and engaging)									
13	Gift free gifts from stage.									
15	Story	2	3	5	6	6	9	4-9 mins	10%	
16	This is the 3 Act structure of the hero's journey									
17	Act 1: I found myself in this situation.									
18	Act 2: The Critical Decision/ Moment of Truth									
19	Act 3 : The resolution & resulting product & price									
21	Challenge	1	1	1	4	5	6	4-8 mins	9%	
22	Point out the audience pain points.									
24	Breakthrough	3	8	12	20	24	40	30-45 mins	50%	
25	1. Learning Lesson one.									
26	a. Fact/ problem									
27	b. Case Study / True Story									
28	c. Lesson / Tie Back to Product									
29	2. Learning Lesson two.									
30	a. Fact/ problem									
31	b. Case Study / True Story									
32	c. Lesson / Tie Back to Product									
33	3. Learning Lesson three.									
34	a. Fact/ problem									
35	b. Case Study / True Story									
36	c. Lesson / Tie Back to Product									
38	Why	0.5	1	1	2	2	3	3-4 mins	4%	
39	Connect with Deep Values.									
40	Change Lives, Heal, Hope, Charity, Big Vision									
42	Results	0.5	1	1	3	3	6	5-7 mins	8%	
43	Testimonial 1, Testimonial 2, Testimonial 3									
45	Offer	1	2	3	4	5	8	9 mins	10%	
46	Retail Value \$____. First 10 people get \$____									
47	and these bonuses.									
49	Close	1	2	4	5	8	10	10-12 mins	13%	
50	Get Started. Join our Community. Get Enrolled "									
52	Close Again	0.5	1	1	3	4	4	5 mins	6%	
53	"Financing, Guarantee, etc. "									
54	Minutes	10	20	30	50	60	90		100%	
55										

First of all, this outline that I'm showing you, I'm going to give it to you in a spreadsheet and you can see that it actually goes from 20 minutes to 90 minutes and kind of breaks down the amount of time in each section. I don't want to stay here because this looks complicated and I don't want to get complicated. Depending on how long you have, you can say, "Okay, I've got 3 minutes to tell my story, 8 minutes to go into my breakthrough," I'm going to go through those.

I just want you to know that we have that and the majority of your time is going to be spent here at the breakthrough and that's your learning lessons. If you've got a 60-minute speech, half the time is really talking about your breakthrough and the solutions.

Challenge	1	1	1	4	5	6	4-8 mins	9%
Point out the audience pain points.								
Breakthrough	3	8	12	20	24	40	30-45 mins	50%
1. Learning Lesson one.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
2. Learning Lesson two.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
3. Learning Lesson three.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
Why	0.5	1	1	2	2	3	3-4 mins	4%
Connect with Deep Values.								
Change Lives, Heal, Hope, Charity, Big Vision								

I'll give you a quick story of how wrong I'd been doing it for many years. My very first speech on handwriting analysis was when I was 16 years old. I spoke to my school and I literally spent—I had two full hours—I spent two full hours teaching the basic primary stroke formations and everybody fell asleep.

What happens is if you give too much information, people get overwhelmed. I didn't tell a story, I didn't do an introduction, I didn't engage with the audience, I didn't give away any free gifts, I didn't tell them why I was doing it, I didn't tell them any particular pivot point which made them engaged.

Obviously people don't fall asleep in my presentations now, but what I've been doing organically has been some of this formula, but there's one piece, or actually two or three pieces, that I wasn't doing effectively.

8 minute - 95 Minute Lecture For Maximum Sales

Adapted from Bill Walsh's Speaker Bootcamp with Additions by Bart Baggett

Introduction

Typed and read by a person of authority.

Minutes

Ice Breaker

4-7minutes

Change Emotional State

Acknowledge hosts (get clapping and engaging)

Gift free gifts from stage.

Story

4-8 minutes

This is the 3 Act structure of the hero's journey

Act 1: I found myself in this situation.

Act 2: The Critical Decision/ Moment of Truth

Act 3 : The resolution & resulting product

First of all, step one, introduction—how many of you have a typed introduction that you hand to your host and have them read word for word?

Caller:

I don't have anything like that yet.

Bart:

You've got to do it and here's why: the introduction will absolutely kill you or it can make your entire day. The introduction is so important because they will literally just make something up.

One of the things that you have to understand is the authority that they bring because they're the host or the president of the organization will transfer to you if you get the proper introduction. If you don't get the proper introduction, then it will not transfer to you.

For example, one of my very best friends now and one of my highest paid speaking engagements, I was in London, I was training one of the biggest

companies in the world and his introduction was this: “Hey, a friend of mine, he is a hypnotist, he did handwriting analysis and he wasn’t available so I went online and I found this guy. His website said he’s the best in the world, so let’s find out.”

That is the worst introduction I’ve ever had, by far. The guy was paying me five figures—crazy!

Okay, so here’s my point: he loved me and he gave a crappy introduction. What you have to do is have an introduction.

The next speech, which was a couple weeks later, I handed him a card—I made it a little shorter than I’m going to show you—but it was basically a very specific card for the guy to read. Why did he read it? He read it because I made his life easy.

Caller:
Right!

Bart:
Oh my god, I don’t have to think about it, I can just read it. Now, he adlibbed a little bit, but if they get a little bit of it, it’s better than none of it.

I’ll show the introduction that I wrote, the long form, and sometimes they will actually read every bit of it, which is just amazing.

Bart Baggett / Intro to Next Speaker

Our next speaker is a Marketing Expert, a best selling author, a successful entrepreneur, and a guru to thousands in India. (That is a fact.)

You’ve seen him on CNN’s Larry King Live, Today Show, CBS This Morning, Today Show and even read about him in USA Today and in The Wall Street Journal. He’s been on over 1500 radio shows including The Howard Stern Show, twice.

Who here thinks it would be good for your career to be the "go to" expert on CNN?

He is the author of 10 books from topics ranging from Success, Relationships, Happiness, Self-Publishing, Lead Generation and Marketing. His latest book, "The Magic Question" hit Amazon #1 in Self-Help and grabbed 91 reviews in the first 2 days of it's release. He published his first book at age 23 and has 4 more books to be released this year.

Here's something different, so remember, this speech that I'm working on here is about marketing. It's not about the handwriting, you guys will be on handwriting. A couple things: "Our next speaker is the marketing expert, bestselling author, successful entrepreneur, and a guru to thousands in India. (This is a fact.)"

By the way, the reason we say that is if you're an American audience, that sounds like a joke when they're like, "No, no, people really like him in India," so that's when people kind of laugh.

Here's some credibility: "You've seen him on Larry King Live..." and then there's a question and this is what people never do, they never put questions into the introduction. "Who here thinks it'd be good for your career to be the 'go-to' expert on CNN?" People raise their hand, they nod.

<p>Who here thinks it would be good for your career to be the "go to" expert on CNN?</p> <p>He is the author of 10 books from topics ranging from Success, Relationships, Happiness, Self-Publishing, Lead Generation and Marketing. His latest book, "The Magic Question" hit Amazon #1 in Self-Help and grabbed 91 reviews in the first 2 days of its release. He published his first book at age 23 and has 4 more books to be released this year.</p> <p>How many people here would love to say goodbye to networking, boring lunch meetings, or expensive advertising campaigns that never make the phone ring?</p> <p>In 2002, he devised a perpetual online marketing campaign that disrupted an entire industry of "expert witnesses" and created over \$10 million dollars in sales with just \$450,000 in Google Adwords. That campaign is still running today... totally on auto-pilot.</p> <p>How great would it feel to know that new customers are discovering you through an entirely automated lead attraction system which works 24/7... even when you are spending time with your family or on vacation?</p>
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The next guy, he's an expert, he's written so many books and here's the Magic Question. Here's another question: "How many people here would love to say goodbye to networking, boring lunch meetings, or expensive advertising campaigns that never make the phone ring?" Another question.

You're eliciting curiosity in the middle of the introduction. They're now on the edge of the seat, like, "Oh my god, who is this guy or this girl?" By the way, he never mentioned my name—the next guy, the next speaker.

For example, how many people want to have no temper and wake up happy every day? That would be something for Mel because he teaches happiness and stillness.

This is 2002, a perpetual campaign that made \$10 million, how great would it feel to have new customers—so it's all about leads. This is one of my new programs.

Remember, this introduction leads into what?

Vesta, do you have an answer?

Vesta:

Well, it makes it easy for you to go into what you do.

Bart:

Well, let me tie it into—this introduction is specifically tailored to sell the product I'm going to sell at the end of the lecture. Every introduction is different, depending on the products you're going to sell.

How great would it feel to know that new customers are discovering you through an entirely automated lead attraction system which works 24/7... even when you are spending time with your family or on vacation?

Our next speaker has built dozens of these "perpetual lead machines" which attract customers on autopilot. Today, he will show you the blueprint of how he's done it for himself and his \$1000 an hour clients.

He is an innovator with a remarkable ability to convert time tested psychological triggers into an effective and customized marketing plan for any business.

Who here today is extremely serious about building a wildly successful business which gives your more profit and more free time?

His passion is to create FREEDOM, PROFIT and A TIDAL WAVE of NEW CUSTOMERS for entrepreneurs that have high quality services and products that make a difference.

Please stand and put your hands together for the Leonardo Da Vinci of Internet Marketing, Bart Baggett.

Finish this and email to TOM:

If I'm selling a handwriting analysis course, this is not the introduction I would use because, "His passion to create freedom, profit and a tidal wave of new customers for entrepreneurs that have a high quality of service and makes a

difference,” wouldn’t resonate with the person buying handwriting analysis, but it would resonate with you guys on the phone because you’re entrepreneurs and you would like to have a tidal wave of new customers.

He actually read this and I love this: “Please stand up and put your hands together for the Leonardo da Vinci of internet marketing, Bart Baggett.”

Vesta:

Oh, great.

Bart:

Isn’t that hilarious? He read it, I was like, “I can’t believe he read that, it’s awesome!”

Vesta:

By having that written for him makes him look better and smarter.

Bart:

It does. It doesn’t matter if they read it, but trust me, everything in there, the questions, they didn’t say he’s got a product about sales, but he said, “His success in sales has made him a difference.” It’s all about seeding—S-E-E-D—seeding the product from the beginning of the lecture to the end of the lecture so at the end of the lecture, they’re not surprised. There is no one in the audience that does not know that you’ve got a product that teaches people to get certified in handwriting analysis. You’ve got a product for people to master meditation. You’ve got a product which helps kids raise their self-esteem. You’ve got a program which actually really solidifies all the things you talked about. It’s not a secret.

That is one of the big takeaways about the introduction, the story, the challenge, and even—we’ll talk about pricing in a second—is most people do this: they give away their best information in a speech and at the very end they get nervous and go, “By the way, guys, I’ve got this box of CDs, if you want to buy it, it’s \$79...” Then people go, “Oh, here comes the sales pitch.”

This is not how you’re going to do that at all.

Any questions before I move away from introduction? By the way, this does not count against your time. If you have 45 minutes, Vesta, their introduction does not count against your time. We really have zero minutes here, that's the difference, because it doesn't count against your time, especially if you're getting a paid gig. You're the paid speaker and the other speaker runs long—which they do a lot and they're going to lunch—they're going to say, "Hey, I know I paid you 15 grand, but can you do your speech in 20 minutes?" You say, "Yes, I can." Because you've already written out the bullet points for the 20-minute speech and it doesn't kill your sales because you already know the bullet points. You just get to elaborate more and tell more stories and be more charming.

I know Vesta is the only one saying hi, but I know you're all there and I've asked most of you to mute, so thank you for your patience as we do this.

You ready for the next one? Ice breaker. What does ice breaker mean? Jamie, are you still on or are you muted?

Jamie:

I'm on.

Bart:

What is an ice breaker? Like you break the ice in the form of that, what do you think that is? You've done a lot of speaking.

Jamie:

The hook, as warming them up, to make them care about what you're going to say.

Bart:

Yes. It's really not even that special. It really is just changing their emotional state because the previous speaker, picture a dead librarian, barely moving her mouth, they're bored, they're hungry, they're thinking about going to the bathroom. You've got to break the ice, you've got to change their emotional state and you've got to get them focused on you.

This right here is not about you at all. I say 4-7 minutes, but I'll break that down. You can do it in 1 minute.

One of the things you can do is you can acknowledge the host, which at least gets them clapping, it takes the focus off the boredom. Like in Toastmasters, they tell you to acknowledge the host. I rarely do that, but I did that recently, I acknowledged the host, the previous speaker and the band. Part of the ice breaker is this: you've got to set the stage however you want. I'll share with you my latest lecture in front of 200 entrepreneurs and I had followed a band.

Picture this: on stage is a piano, a drum, and four microphones. I don't want any of that on stage. I can't take down the piano, I can't do that. But I can move the drum and I can move the microphones around where I want them to be.

Here's what I did: I said, "Hey, everybody, my name is Bart Baggett, let's give it up for our host," blah, blah, blah. I said, "Now, who wants to learn how to get unlimited leads today? Great. Who here sells something?" I had them raise their hands, so I'm engaging them. "I want you to turn to your neighbor and I want you to finish this sentence—I sell...blank. I sell...blank. I want you to be very clear on what you sell because I'm going to tell you how to get more leads to sell that. You have 60 seconds—go."

The whole audience turned to each other and they said, "I sell jack, I'm Jack, I sell this." Why they did that, I moved the drum, put it upstage, I went off stage, grabbed my books and giveaways, put it on stage, I hit the button on my timer on my iPad because I want a countdown timer. I moved the microphone from the front of the stage to the back of the stage. I did all that when they were talking to each other.

I owned the stage, I had them engaged and they were all talking to each other. As soon as I finished, I came back and I said, "Hey, everybody, thank you very much." I started to ask what did they sell, so that was probably a good 3-4 minutes because the stage was messed up. If the stage was perfect, you wouldn't have to do that. That gives you the time to give some gifts from the stage or to acknowledge the host, etc.

This is not going to make you any money, all it does is take the attention from the previous speaker and really break the ice and change their emotions. If you've

been to a Tony Robbins seminar, you understand that if you don't change their emotions, they never really get excited.

That's what the purpose of it is. It could be one minute or it could be very, very light. I know when we did the 8-10 minute version, I'd always skip the ice breaker because it wasn't as important.

Ice Breaker	4-7minutes
Change Emotional State	
Acknowledge hosts (get clapping and engaging)	
Gift free gifts from stage.	
Story	4-8 minutes
This is the 3 Act structure of the hero's journey	
Act 1: I found myself in this situation.	
Act 2: The Critical Decision/ Moment of Truth	
Act 3 : The resolution & resulting product	
Talk about the product. Say the price.	
Challenge	4-7 minutes
Breakthrough	30-45 minutes
1. Learning Lesson one.	
a. case study / story	

Here is the guts, there's two things: I love the story, so I found myself getting, telling the story too long, which I think a lot of people do. Even when I ask you guys direct questions, they want to go in their story, into our forensic doc exam business, we'll say, "How many forgeries did your sister sign?" "Oh my god, I got to tell you, she was 45 when she got cancer and then she..." I don't want to hear your story, shoot me now! My question was...okay, this is constant.

People, you tell your story easily, but there's a way to tell your story and it's so important to change that. Telling your story is going to be easy for you and you might have to work on it so you have your story. Most of you know my story and I've been doing this organically. Does anybody remember what I normally open with? How did I discover handwriting analysis, do you remember? Jamie or Vesta?

Vesta:

Yes. You were on your way to camp.

Bart:

Yep, perfect. Why does she know that story? Because it's such a visual, interesting element of story. Everybody wants to hear that story, even when I go back to places that have heard me speak, they want to hear that story. That is really the hero's journey.

This is a book called *The Hero's Journey*. If you haven't read it, I recommend it, it's about the art of a hero in motion pictures, in movies, and the whole world loves movies. By the way, this is my addition, Bill didn't have this structure, but if you can think of the story as a three-act movie...I found myself in a situation, I'm 14 years old, I was insecure, I didn't know how to talk to girls, I went to summer camp, my dad gave me some handwriting analysis. That's the critical moment. Wow, someone handed me the gift of this thing, and here's how it changed my life.

Wow, I went from being the most unpopular to getting a trophy for best camper. That's the critical decision.

All that can be said in 60 seconds, but it can also be said in 4-8 minutes.

Here is the wonderful part about this: at the end of act three, you actually talk about your product and you say the price. This is going to blow your mind, okay? This is so important, let me see if I can find you an example of this because I actually typed out one of my whole presentations.

What it will say, for example, the Online Lead Machine, which a lot of you have been—you know this content because we've been working through a lot of this over the last year or so and you guys have been so generous.

But essentially the critical moment was—and this is a true story, by the way—when I'm selling this product about how to create leads, which you guys don't know much about because we're just launching it. Here's act two and act three: "Hey, you know what? I discovered how to get leads when I sleep. I discovered how to sell online. I discovered that I didn't have to go to a job every day because I figured out how to get leads. Who here would love to get leads when they sleep? Here's the sad thing, some of my best friends, some of my friends with great books, some of my friends with great businesses were struggling to get leads and I knew the answer. Honestly, they kept calling me and wanted to buy

me lunch and pick my brain. Then I started charging \$1,000 an hour, some of them couldn't afford it, I got that, but it really saddened me that some of my very best friends struggle with a product or service that changes lives and they don't know how to get leads."

You see how that is? It's a critical moment, it's pain, and then I say, "Here's the deal: I made this product called Perpetual Lead Machine, it's \$2,000, it's regularly \$3,000, so I'm going to tell you right now to get the price out of the way. If it's of interest to you, it's 2 grand. But let me tell you why it's so interesting: because it solves the problem of getting leads every day and building a list of 10, 20, 30,000 people."

Then you move on. Does that make sense? What happens is, you tell them the problem I'm solving, here's what I solved, and I put it in a course because so many people wanted it that I was forced to make it.

For you guys it would be, "You know what? The thing is, I finally figured out what people need is a change your signature, change your life course. It can't be done in a book, you really have to meet personally. I meet with them for one hour, I give them the Change Your Life 30-Day Workbook and we meet four times. It's a change your handwriting program and listen, I could have priced it at \$1,000, but I didn't. I priced it at \$195 and that includes an hour of my time. Pricing out of the way, if that interests you, see me afterwards, but let's talk about what really is important."

That's all you do, but you have to get the price out within the first 12 minutes.

Before I move on, does that surprise anybody that this is effective, does it make you nervous? Feel free to un-mute and chat with us if you want.

Vesta:

It doesn't make me nervous, it gets it out of the way. People would be wondering about that anyway.

Bart:

Yeah, they would. Now, if you never mentioned a product, they wouldn't be wondering about the price. But if you never mention the product, you're killing yourself because now it's like a surprise.

Vesta:

It's like you sold them on it right then. I think you've sold them if they're there and they're interested.

Bart:

Well, you haven't sold them, but you've kept your integrity because you said there's something for sale afterwards, here's how much it is and everybody is relaxed, there's no sales pitch now. You don't have to surprise them.

Vesta:

Yes, I was going to buy it. I just want to buy it because it's like that's a concise, great thing that you have for sale and they're already thinking it.

Bart:

Some people would because at some point in the speech, if this is a big audience, Vesta, you've got to say, "Listen, guys, if you already know this is for you, get up, go to the back of the room and get enrolled. I've set 75 people for this audience and once we hit that limit, we're cutting it off, so if you already know this is for you, go ahead and get enrolled because my next speech..." and then you keep going.

What you do with a big audience is you send them to the back of the room in waves, but you're right, some people will be sold right there, but some people won't and most people won't. If you don't do that, it doesn't let them know you have a product and it makes people nervous that you're going to pitch them something.

It also makes you less nervous because you're not giving a big reveal. You're not going back and saying, "By the way, here's the big thing," blah, blah, blah.

Vesta:

And it shakes up their whole way of the usual thing they're used to.

Bart:

Okay. Here are the products. I actually type them word for word and then I kind of memorize it.

owners.

I started teaching automated marketing for smart business owners that have a great product or service, but don't have enough paying customers.

Do you know anyone like that?

I finally discovered the biggest problem. People don't know how to get leads. They don't know how to automate the lead generation or sales process.

They were working too hard and earning too little.

So, I created what I call " The Perpetual Lead Machine System". It's a step by step guide to building an automated system to fill your sales pipeline with high quality leads who know you, trust you, and will buy from you.

I priced the program at under \$2000, so everyone could afford it. I occasionally take private consulting clients at \$1000 an hour ... but it seemed selfish to just work with one person when I could work dozens from anywhere in the world. Besides, I value my lifestyle and even at \$1000 an hour... It feels like a job.

A high paying cool job... but still job.

Let me tell you the problems that this Perpetual Lead Machine Solves and why you might want to get one for your own business.

Here is the final, the act three:

“I discovered the biggest problem, people don't know how to get leads. They don't know how to automate their lead generation or sales process. They're working too hard and earning too little. I created what I call the Perpetual Lead Machine System. It's a step-by-step guide to building an automated system to fill your sales pipeline with high quality leads who know you, trust you and will buy

from you. Listen, I priced the program at under \$2,000 so everyone could afford it. I occasionally take private consulting clients at \$1,000 an hour, but it seemed selfish to work with one person when I could work with dozens from anywhere in the world. Besides, I value my lifestyle and even \$1,000 an hour feels like a job. It's a high-paying job, but it's a job. Let me tell you what the problem solves..."

Act 1: I found myself in this situation.	
Act 2: The Critical Decision/ Moment of Truth	
Act 3 : The resolution & resulting product	
Talk about the product. Say the price.	
Challenge	4-7 minutes
Breakthrough	30-45 minutes
1. Learning Lesson one.	
a. case study / story	
b. case study / story	
c. case study / story	
2. Learning Lesson two.	
a. case study / story	
b. case study / story	
c. case study / story	
3. Learning Lesson three.	
a. case study / story	
b. case study / story	
c. case study / story	

Basically I go into the breakthrough. So go into the challenge, here's the price and then there's a challenge, which is like how do you do it and how do you create leads? Then of course we go into the case studies.

The breakthrough is: here's what I discovered, here's what's in the course. You're giving sample of what's in the course but you're not saying, "This is in the course." You're saying, "Here's how I solved the problem and you're giving learning lessons. This is where all of you have mastery of. You absolutely know how to boost self-confidence, you know how to meditate, you know how to change somebody's self-image, that's part of the learning lesson. Don't be afraid to give away some of your best material here because they're just going to love you more because you give them the something that makes a difference.

The challenge is very important because you have to challenge them to say, "Wow, how do I solve that?" There's the product and then the challenge says, "Here's the big problem, people don't know how to get leads." Here's the big

problem, “People live their whole life and never know how to have real self-esteem,” that’s the problem. You have to give pain here. You’ve got to really have the pain points under the challenge—it’s called a pain point—and then you say, “But here’s the breakthrough: I, too, was insecure, I did this,” and you’ve got a couple minutes to do that.

Then the breakthrough—the breakthrough basically means, here’s the meat of the presentation, here’s how you do A, B, and C. That’s the breakthrough. Most of you have been spending most of your speeches on the breakthrough and not enough of your speeches on the other elements which help people decide, “I want to continue with the continuing education.” I am completely guilty of that, so I am speaking right out of my own experience to do this.

Jamie:

Can you repeat that?

Challenge	1	1	1	4	5	6	4-8 mins	9%
Point out the audience pain points.								
Breakthrough	3	8	12	20	24	40	30-45 mins	50%
1. Learning Lesson one.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
2. Learning Lesson two.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
3. Learning Lesson three.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
Why	0.5	1	1	2	2	3	3-4 mins	4%
Connect with Deep Values.								
Change Lives, Heal, Hope, Charity, Big Vision								

Bart:

Yeah. Most of you spend your time here at the breakthrough, which is the learning lessons. You don’t spend as much time in the other areas that create people motivated to sell. I know this is small, but here it is, for example: Jamie, 50% of your lecture should be your content of the breakthrough. Here’s a technique for self-esteem, here’s the technique to have your kids memorize homework and here’s a technique to talk to your kids where they love you and

adore you even when you're punishing them. Those are techniques, those are breakthroughs. I discovered this, here it is.

The other full half of the speech is these other structures which create rapport, which create laughter, which create a connection with you, and create people with motivation to actually get out of their chair and go invest money. These are very strategic.

Breakthrough	3	8	12	20	24	40	30-45 mins	50%
1. Learning Lesson one.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
2. Learning Lesson two.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
3. Learning Lesson three.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
Why	0.5	1	1	2	2	3	3-4 mins	4%
Connect with Deep Values.								
Change Lives, Heal, Hope, Charity, Big Vision								
Results	0.5	1	1	3	3	6	5-7 mins	8%
Testimonial 1, Testimonial 2, Testimonial 3								
Offer	1	2	3	4	5	8	9 mins	10%
Retail Value \$____. First 10 people get \$____ and these bonuses.								
Close	1	2	4	5	8	10	10-12 mins	13%
Get Started. Join our Community. Get Enrolled "								
Close Again	0.5	1	1	3	4	4	5 mins	6%
"Financing, Guarantee, etc. "								
Minutes	10	20	30	50	60	90		100%

I have been completely guilty of giving too much information in the meat of the program and then wonder why nobody buys. The worst thing you can do is confuse somebody or overwhelm them. If they feel overwhelmed after spending 60 minutes with you, they are not going to invest money to listen to you in their car or their home study course or on their computer because they don't want that feeling. They're going to buy more of an emotion that you give them. If you give the emotion of overwhelm or confusion, they're just going to not buy.

The other thing is—and I didn't mention this—we talk about the product, how many products do you talk about from stage?

Jamie:

One or two.

Vesta:

Yeah, one.

Bart:

Right, Jamie is correct, one or two. The two, Jamie, should always be an upsell.

For example, I'm going to do this, so I'm going to be speaking around the world at small business conferences. I'm going to say, "Look, I figured out how to get leads 24 hours in my sleep. I've figured out how to create thousands of people on an email list and I can put a thousand people a day through some Facebook ads. To solve that problem, The Perpetual Lead Machine is the course, it's \$2,000. Some of you in the audience may have written a book. You've got to go through that course first, but for those of you, come afterwards, because we have a program called Market Your Book Bootcamp and it's \$15,000 but it's worth 10 times that if you become a bestseller and you can figure out how to make a living as being an author."

That's how I group it in there, Jamie. I don't spend any time on that and I also make the price so much larger that it's a contrast.

I don't think Bill actually says the price, he says—for those of you that are interested in writing a book, his thing is, "Those of you are interested in becoming a speaker, after we're finished here, we're going to take a break and I'm going to have a short bonus session on how to become a paid speaker." He doesn't give the price because the price would get them not to come up.

You could do two products, Jamie, only if you never mention the price and you just tease it. Then they already know—see, that's the thing that he's saying, they already know that the product exists, they already know there's a five-day bootcamp. When they come to that session, they're not surprised the guy asks them for money.

It's so perfect. Let me do a dating metaphor. If you ask somebody to coffee or you say, "Hey, you know what? I'd really like to spend some time with you, maybe I can help you with your business." That woman or that man goes to coffee with you thinking you're going to help them with their business. Then you're like, "Hey, let's make out, let's get married." That is a terrible approach! You basically bait and switched them. You're like, "Hey, come here, I'll give you free advice, I'll help you, I'm really successful, I want to have sex with you." That is so wrong!

The better is saying, "I'm interested in having a date with you, would you like that?" If she says yes, guess what? She knows it's a date. If she's going on a date with you and she doesn't want to go out with you, fine, then you didn't close, that's fine, but the frame is important.

The same thing, if you let people know that we have products for sale and this conversation is going to lead to me asking you for that money, nobody is upset. If someone goes on a date with me and they're awed that I have a goodnight kiss, that's their own damn fault for not knowing the definition of the word "date."

Does that make sense? I mean, think about it, Amway ruined their business model for this. They said, "Come to a dinner with friends," and then they pitched you on Amway. You guys have seen this in the movies, the movie *Go* was hysterical. They're literally like, "Come to dinner with friends." During the pitch, they pitched them multi-level marketing.

People are icked out by that, it's disgusting, people hate that and they don't trust you and you lose rapport.

This process takes away all that bait and switch and gives full transparency and lets people know right up front it's \$2,000. Here's what they're thinking: you haven't even given your lessons, right? Jamie, you've already told them that your product is \$997. It's a weekend bootcamp for kids, everything else. As they're listening to you, do you know what they're thinking? They're thinking, "I wonder if this is worth the thousand dollars? Man, this could really be useful, I wonder if I could afford that, I wonder how I put that on a credit card?" They're actually already making that buying process while you're giving your core material.

People have an hour to work out how they're going to pay for it because as you move on, they're trusting you, they're liking you, you're giving free gifts, you're making them laugh, you're engaging in the audience. I skipped all that stuff because we'll get to that in our pre-training. Most of you on this call will come to our authorized training and we'll go through this with you and everyone will leave having a very, very perfect 10-minute pitch, a 10-minute process, and then that can be expanded from 10 minutes to 20 to an hour, but have the same result. I'm going to help you guys get that down so whatever core product you're doing, whether it's Jamie, you're doing parents and self-esteem or Vesta, you're doing the home study course, Pradeep is selling a transformational year-long program.

Pradeep, you can sell that for \$3,000 in an hour. I'm telling you, I've seen Bill Walsh sell \$2,000 start your own business, fund your own business for 2 grand to an audience that did not know he even walked the planet 90 minutes before. I can tell you it works. It is not going to be easy, you're going to have to really work at it, but the benefits are multiple. You get a whole bunch of really high-paying clients, which are your best clients—the people that you actually want to spend time with—and you actually get paid what you're worth when you give a speech.

I've been doing this wrong all these years. One of the reasons I stopped doing so much speaking in my late twenties and thirties is I didn't know how to get people to go to the back of the room and get enrolled. Didn't know! This is why I paid this much money for this and so don't take this as not valuable because you didn't pay the big bucks for it. You're investing on this phone call and you guys invested money, but it's very, very powerful. As soon as you get that \$10,000 back-of-room day, Vesta, you're going to be a viper on stage, I can just feel it.

Vesta:

Yeah!

Bart:

Let's move on. Before I move on, any questions on the cases. I didn't go into examples, but you guys know what it is. I told you guys, if you're teaching handwriting analysis, teach three traits. Don't teach 20. You'll just mess them up.

I had the best example of this, I only had 20 minutes for a speech, so I called it, Do You Write Like a Billionaire? I talked about Vera Wang, Richard Branson and Merv

Griffin. I gave three traits, optimism, underlining your name and high T-bar. You know what? The audience left riveted, they left feeling good about themselves, everybody was thrilled because they were looking at their own writing. I gave three traits and lots of stories.

One of my best speeches ever! I didn't sell from that stage but if I knew that then, I could've weaved in our home study course and this is why people around the world spend \$1,500 to get certified. I mean, I could've weaved it in, but I didn't know how to do that. 20 minutes is tough, but I can tell you, it's possible.

Jamie, any questions before I move on? The rest of you can un-mute for a second if you want to pause. I know I'm talking fast. Let me look at the chat room, there's no one on the chat room submitting questions.

Swesa, can you do this? I'll look at the chat room for your answer.

Pradeep, you're already doing this, is there any insights that you've gotten?

Steve, I know you're muted, but I know that you can do this as well.

Brian in South Africa, you can do this, and you can start making some real money because the money is a different ratio there in South Africa.

I'm pausing for questions, go ahead, or comments.

Vesta:

I think you did great! Got every answer there.

Bart:

Okay. I want your application, your approval is important to me, but more importantly, I want you guys to grasp it.

a. case study / story	
b. case study / story	
c. case study / story	
Why	3-4 minutes
Connect with Deep Values.	
Change Lives, Heal, Hope, Charity, Big Vision	
Results	5-7 minutes
Testimonial 1, Testimonial 2, Testimonial 3	
Offer	5 minutes
Give them a really good reason to yes.	
And take away all their reason to procrastinate.	
"Retail Value \$____. First 10 people get \$____ and these bonuses.	
Close	10-12 minutes
"Get Started. Join our Community. Get Enrolled. See my team. "	
Close Again	5 minutes
"Financing, Guarantee, etc. "	

Here is what we normally skip and I am completely guilty of this, of these right here: talking about the offer, closing and asking for the money, and this is completely new—you close again.

Breakthrough	3	8	12	20	24	40	30-45 mins	50%
1. Learning Lesson one.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
2. Learning Lesson two.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
3. Learning Lesson three.								
a. Fact/ problem								
b. Case Study / True Story								
c. Lesson / Tie Back to Product								
Why	0.5	1	1	2	2	3	3-4 mins	4%
Connect with Deep Values.								
Change Lives, Heal, Hope, Charity, Big Vision								
Results	0.5	1	1	3	3	6	5-7 mins	8%
Testimonial 1, Testimonial 2, Testimonial 3								
Offer	1	2	3	4	5	8	9 mins	10%
Retail Value \$ ____ . First 10 people get \$ ____								
and these bonuses.								
Close	1	2	4	5	8	10	10-12 mins	13%
Get Started. Join our Community. Get Enrolled "								
Close Again	0.5	1	1	3	4	4	5 mins	6%
"Financing, Guarantee, etc. "								
Minutes	10	20	30	50	60	90		100%

Of the percentage-wise, this next part is almost 30% of your speech. Look at the numbers here, this next part is 30% of your speech. It's the 30% that most of you have never done well, you're afraid to do it and it makes you sick to your stomach asking for money from stage. Am I wrong?

Caller:

No, it's true.

Caller:

Yes.

[Laughter]

Bart:

I'm telling you, there's a way to do this eloquently and it won't feel like a sales pitch if you talk about the price here and you've done a great job giving away gifts and endearing.

The secret to getting people to come to the stage and actually go to the back of the room is to get them moving in their chairs. To give away things from stage and have them come to the stage. I don't have time to go into that, but I'll teach you those techniques, it's very hypnotic in nature. You get them moving, so you get them feeling comfortable getting out their chair and going to the table, getting out of their chair and going to the stage, that's how you get them moving.

Pradeep, you're correct, having them connect with your values does wonders, which is what the "why" is.

The why is why are you doing what you're doing? You just told them three traits to be a billionaire. Why are you on stage? Jamie, why did you create a weekend course for teenagers? Because why is so important. If your why is big enough, people will figure out where to get the money. If they see that your why equals their values, it makes a difference.

For example, if you say, "You know what? The reason I'm doing this is I take a portion of all my money and I donate it to an orphanage in India because the look on those kids' face when they have the ability to have a safe place to hang their head makes me happy. I know it's only \$50,000 a year to have 1 orphanage, but I'd like to have 10. Part of my reason why and the reason we charge for this advice is it does make me happy that you're businesses, but also, I have a charity that I care about."

That why makes people go, "Wow! This guy is going to do something good with my money." The why doesn't have to be charity, but it's the value.

You guys understand what values are, values of security, their God, they're making a difference, whatever else. Here's hope, big vision, change lives.

Like for example, the graphotherapy, the reason I'm doing this is my life was changed profoundly when I was 14 years old. I see so much pain in the world and there's one technique in 30 days, you and your family can have a higher self-image, less criticism, you finally leave self-consciousness forever and you actually look in the mirror and you love yourself. I can't think of a better gift to give the world, but I can't give it to you in a 90-minute speech. This 30-day program gives you that gift and so I want to make a difference and I know it works and I know it

works so much you got a money-back guarantee. The reason I'm doing this is not for your money. It's because you actually will make a difference and you'll share it with your friends.

Something like that, that's a typical why statement. If you don't have a charity, you can't say that, but you've got to connect with their values. Pradeep, you're right.

What's odd, this is only 4%. The result is important. I'll tell you, has anyone been to the Forum? It's called Landmark Forum. Jamie, does that ring a bell? Vesta, you guys are the only ones un-muted. Steve?

Jamie:

I've done something similar to that, a weekend thing.

Bart:

Yeah, **** [0:46:41.1] do the same thing. What is their major sales tool when you go to their seminar, their preview of the graduation?

Jamie:

I haven't done Landmark, I don't know Landmark. I did something called The Men's Group and what they do is they want you to enroll other men once you've done it, by telling them all the value you got from the weekend.

Why Connect with Deep Values. Change Lives, Heal, Hope, Charity, Big Vision	3-4 minutes
Results Testimonial 1, Testimonial 2, Testimonial 3	5-7 minutes
Offer Give them a really good reason to yes. And take away all their reason to procrastinate.	5 minutes

Bart:

Yes. This is a model that's been around for 30 years. It's called the testimonial, it's basically results. The why is three minutes, testimonials are five minutes, so it's double the time of your why. But here's the deal: people need to see people like themselves having gone through the program and getting results. Most of a multi-

level marketing meeting is having people at the front of the room with no education, less better looking than you, and they're making \$100,000 a month. If that truck driver can make that much money, maybe I can do this, too. That is the major sales pitch for network marketing and for Landmarks Forum.

Landmarks Forum spends an exceptional amount of time giving testimonials and by the way, so does Raffi Bagge in India. He actually blended some of the better techniques to testimonials. During the graduation, they get graduation, they get lessons, but most of it is testimonials.

Here's the deal: if your child went—Jamie, this is perfect for you—if your child went through the weekend bootcamp, or your parent, and they brought their friends for graduation, which literally is just kind of a certification, then they want to tell their story. Their friends are happy that they're getting along, they're happy that their kids are making grades. It doesn't feel like a sales pitch because they're just telling a hopeful story.

It all comes back to your event. They wouldn't be there if it wasn't—so the underlying thread of all this is, "Hey, I've transformed, my life is better, I can pay for my kid's college now and I have to thank Jamie for putting this together. I get along great, they wake up happy." Those testimonials are real.

If you're giving a speech, you're telling testimonials. If you're hosting an event, you have them stand up and talk. If you have a 20, 30-minute speech, you cannot hand the microphone to somebody else because they may never shut up. They won't just tell a testimonial. In network marketing meetings, you basically work with your people and you rehearse them because they're not professional speakers. You give them the 30 seconds, 50 seconds, you rehearse so that they go, "My name is John, when I came here I was broke and I weighed 800 pounds and I had no feet. Now, thanks to the miracle of this pill, my feet grew back, my teeth came in, I have a full head of hair and I'm dating a super model." They shut up, like it's very, very structured as far as before and after. You can do it in 60 seconds.

In the results, you want to tell authentic results of what happened to you and your clients.

This is probably better with what happened to your clients because you've already talked about yourself earlier in the speech.

Here's the result: John from so and so, "Mel got this course and now he's got leads, he's a bestseller," blah, blah, blah.

Any questions on testimonials? Basically it's results. It could just be statistics, it could be statistics on your own products. The testimonials are the strongest and you want to spend about 5-7 minutes.

Results	5-7 minutes
Testimonial 1, Testimonial 2, Testimonial 3	
Offer	5 minutes
Give them a really good reason to yes. And take away all their reason to procrastinate.	
"Retail Value \$____. First 10 people get \$____ and these bonuses.	
Close	10-12 minutes
"Get Started. Join our Community. Get Enrolled. See my team. "	
Close Again	5 minutes
"Financing, Guarantee, etc. "	

Here's what makes you guys all nervous: the offer. If I've given you a test ride in a car, told you other clients liked it, told the story and you're on a car lot, what are you expecting at the end of that conversation?

Caller:

The price.

Caller:

Right.

Bart:

You know what? You just told me why this Ferrari is so amazing. I just got to test drive it and now you're not going to tell me the price? You're so rude. They want you to tell them the offer.

What they really want is you to tell them an offer in a way that they can say yes because they already know why they want to say yes. Does that make sense?

It's an enrollment conversation, it's not an informational college lecture. When you get to this point, they want you to tell them the price because they want to know the offer. They already know the price. What they want is a really good reason to say yes.

Let me write that down—give them a really good reason to say yes and take away all their reasons to procrastinate.

By the way, I don't think anyone says no, I think what they do is they procrastinate. If you confuse them, you lose them. They're like, "Not right now, I'm not sure, I got to wait on it." All that means is they're going to say no. A "maybe later" is a "no now," it's a "no forever." No one is ever going to come back and buy later. I'm not saying no one, but generally don't sit on their dream saying they're going to come—well, they got my website, yay! They know me, yay! No, they either buy now or you lose them forever.

Here's the offer, the offer is: "Look, I've already told you, it's \$2,000 for this product." Pradeep, it's \$3,000 US for a year of coaching with me, but let me tell you why this is a great value, because the first two people out of the audience, I'm going to actually give them these bonuses: I'm going to spend two hours doing this—let's call it hypnosis—I'm going to do something called time line therapy. Finally, I'm going to give you the entire International Certification Home Study Course, which includes 18 hours with Bart Baggett on video and audio. More, I'm going to do some graphotherapy.

So he starts stacking these bonuses and he's stacking the bonuses on top of whatever it is you're selling, so some of you would be doing this: "Hey, the home study course is online for \$1,600. You can go right there and buy it. But guess what? You never get to talk to Bart, you never get to talk to professors, you don't get a ticket to the conference."

Vesta, by the way, this is your pitch for the next six months.

“If you guys get started today, not only are you going to get the \$1,600 home study course for just \$1,200, but I’m going to throw in a \$1,000 ticket to the annual conference, which is going to be here in Tucson in September. You get \$1,000 bonus! But on top of that, I’m going to meet with each one of you one on one, I’m going to analyze your handwriting—that’s a \$300 value—and I’m going to take you through a graphotherapy program and you get a live seminar here in Tucson for six weeks. That’s like \$2,000 in bonuses. You can go buy it online for \$1,600, but you’ll never talk to a soul, or you can get it right now today and I’ll give you \$2,600 worth of bonuses.”

That’s your course, Vesta, can you do that?

Vesta:

Yes. I love to do all that because I need the practice myself as part of my own training.

Bart:

We all need to practice this and I got it pretty quick because I’ve been speaking for so much, but most people in that seminar that I went to were god-awful. After five days of rehearsing, every day being forced to rehearse, they got better and better and better.

Now, most of them didn’t have a clear product, you guys all have a product. Everyone on this phone can sell my products today so you know what your core product is. What you may not have figured out is what your bonuses are. Here’s my bonuses: me, me, me, time, bonus, blah, blah, blah. Does that make sense?

I just gave you your sales pitch, Vesta. You have live classes, that’s \$1,000. You get one-on-one time with me, that’s \$300 an hour and you get \$1,000 ticket to a seminar. That’s \$2,300 in bonuses if you get enrolled today. If you want to be part of my team, you want to be part of this community, get up right now, see my team at the back of the room.

That’s the phrase, join our community, see my team—which means you shouldn’t be alone, you should have somebody with you to help—so you never say, “spend some money,” you never say, “get your credit card,” you say, “See my team and get started, go to the back of the room.”

That's the offer. The close is: "Now, you guys should get started." I just kind of went through the offer and the close, but the offer is what we just said. The offer is what we just said. Here's what you get, here's the bonuses.

This is where it gets weird for you guys, is you just say, "Okay, guys, good night." No, the close is: "Who else wants this?" You go through some of the objections and you have to actually do like whatever strategic close you can. "I know some of you are thinking about getting this program but you haven't got out of your chair yet. The reason you haven't got out of your chair is one of the following reasons: it's the money, I don't believe you, I don't trust you." You recap it.

Then again, you literally say, "Stand up." I've seen Bill—it's really remarkable—I've seen him get everybody standing, I've seen some other people do this, too. Everybody standing, "All right, everybody stand up. If this course were free, would you get started today? Excellent. Okay. Write this down—that's never going to happen." [Laughs] I love that.

"Because I value my time and I know when people pay more, they pay more attention." I love that phrase.

"If I gave it to you for free, I'd be doing you a disservice because if you don't invest anything, you got no skin in the game and you're not going to apply it. My best students have paid me the most money and their lives are transformed." You actually have to close, you have to close.

Ask people to get up, "Okay, those of you standing up, if you'd like to get started, move right now to the left, go to the aisle, go see my team and get started. I'm only looking for five members for this." Vesta, you could be **** [0:57:11.4]
"Hey, guys, I have a small shop, we only have ten seats in my shop, four of them are already sold before I walked in, so we have six seats available in the next workshop. If you want one of those six seats, go to the back of the room."

This is where you have to close and this is going to be difficult for some of you guys, but you've got to ask them to move, you have to give them permission, and here's what happens: if other people are moving, they feel like it's okay. There's a social proof going on that it's okay to go back and do it.

You've got to ask for the money, but the reason most people don't make enough in this world—they don't ask for the money. You have to ask for the sale. This is where you're asking for the sale. You say, "Okay, guys, that's almost my time. If you're still in your seats, I want you to come up here." This is what you say, "Listen, if I could make it practically free or take away all your risk or if you'd do it if it was cheaper, I want you to come to the front of the stage."

If you got a big audience, you can't, but if you've got a small audience of 20, 30, 40 people, then the people at the table are already signing up. Then the people that the money is an issue, you bring them to the front of the stage, whether you're doing it small or not. The reason is, you don't want the people at the back of the room to necessarily hear what you're saying now. Not that it's not an option, because it's an option. You don't want them to stop enrolling to hear what you have to say. They're thinking, "Those people have money problems, that's not my problem."

Then you go, "Look, here's the deal: I can finance you for 3 months, that's 3 payments of \$333. Listen, if you can't afford \$333 on your credit card, I don't want you to invest in this because you've got bigger problems," or whatever the case may be. But basically you'd be like, "Look, there's a guarantee, you got 30 days, you got 3 days, if you get home and your wife hates you for it, you just give us a call, we'll never process your credit card. You have 3 months financing."

You've got to make the close. You've got to have the guts to do this, guys. If you don't have the guts to do this, you're never going to make more than \$30, 40,000 a year in this business. Most national speaker associations, their average income is \$30,000. That's what Bill makes in an evening with less than 20 people in the room.

I'm telling you, you can make 30, 40, 60,000 a night if you have a product people want and if you learn this process.

Okay. I've spoken a whole hour, let me just go over this one more time again. This spreadsheet will be in the member's area, but essentially here's percentages.

	A	B	C	D	E	F	G	H	I	J
1	10 minute - 95 Minute Lecture For Maximum Sales									
2	Time allotted for your lecture	10 min	20 min	30 min	45 min	60 min	90 min	Time Range	Percentages	
4	Adapted from Bill Walsh's Speaker Bootcamp									
5	with Additions by Bart Baggett									
7	Introduction	x								
8	Typed and read by a person of authority.									
10	Ice Breaker	0.5	1	2	3	3	4	4-7 mins	8%	
11	Change Emotional State									
12	Acknowledge hosts (get clapping and engaging)									
13	Gift free gifts from stage.									
15	Story	2	3	5	6	6	9	4-9 mins	10%	
16	This is the 3 Act structure of the hero's journey									
17	Act 1: I found myself in this situation.									
18	Act 2: The Critical Decision/ Moment of Truth									
19	Act 3 : The resolution & resulting product & price									
21	Challenge	1	1	1	4	5	6	4-8 mins	9%	
22	Point out the audience pain points.									
24	Breakthrough	3	8	12	20	24	40	30-45 mins	50%	
25	1. Learning Lesson one.									
26	a. Fact/ problem									
27	b. Case Study / True Story									
28	c. Lesson / Tie Back to Product									
29	2. Learning Lesson two.									
30	a. Fact/ problem									
31	b. Case Study / True Story									
32	c. Lesson / Tie Back to Product									
33	3. Learning Lesson three.									
34	a. Fact/ problem									
35	b. Case Study / True Story									
36	c. Lesson / Tie Back to Product									
38	Why	0.5	1	1	2	2	3	3-4 mins	4%	
39	Connect with Deep Values.									
40	Change Lives, Heal, Hope, Charity, Big Vision									
42	Results	0.5	1	1	3	3	6	5-7 mins	8%	
43	Testimonial 1, Testimonial 2, Testimonial 3									
45	Offer	1	2	3	4	5	8	9 mins	10%	
46	Retail Value \$____. First 10 people get \$____									
47	and these bonuses.									
49	Close	1	2	4	5	8	10	10-12 mins	13%	
50	Get Started. Join our Community. Get Enrolled "									
52	Close Again	0.5	1	1	3	4	4	5 mins	6%	
53	"Financing, Guarantee, etc. "									
54	Minutes	10	20	30	50	60	90		100%	
55										

I had to adapt this because based on the notes I had, he had like 107% and the speech was like 115 minutes. I've adapted this a little bit to make it all fit into the parameters of 10 minutes and 20 minutes.

Here's my suggestion for you, here's my homework for you guys and in fact, I'll spend the whole call or an extra bonus call to go through this with you.

I'd like you all to put a 10-minute speech together using this process. I will, I'll do a bonus call and we can all get on the phone and do it, like to hear your thing.

Mel, same thing, I want a 10-minute speech on why they should invest in your meditation course.

Jamie, I want a 10-minute speech.

Now, I know 10 minutes is tough. Jamie did a TED Talk and that's 20 and it's tough. So if you can do this in 10 minutes and hit these high points, you can absolutely do it in 90.

Without the luxury of spending four or five days with you, I can't drill it to you, but will you guys be willing to play along with me and take that assignment?

Caller:

Yeah, 10-minute speech.

Caller:

Sure.

Bart:

Vesta?

Vesta:

Yes.

Bart:

Yeah, so all you're doing is looking specifically at ice breaker: "Hey, Bart, thanks for having me on, it's really good to be on the show. Here's my story."

"You know, Bart, when I was 15, I did this," or "I was addicted to drugs," or "I used to be a photographer and now the photography industry changed."

Whatever it is your story is, do it in two minutes. Then later you have 90 minutes, you got 9 minutes. Just follow this structure.

I would absolutely record yourself using your iPhone.

Then the breakthrough: “Here’s what I discovered, meditation lowers your heart pressure,” blah, blah, blah.

As much as I did this in the seminar, the close and the offer and the close again always got like forgotten because you only had 10 minutes. Here’s the challenge for you guys: the story and the breakthrough is easy, but at the 10-minute mark, I’ll cut you off. Here’s why I will do this: when you’re doing a professional speech, if you don’t get to the close, it’s your fault. They will cut your microphone off, you’ll piss off the promoter, you can’t go over time.

I learned this because I did stand-up comedy in Los Angeles and in Chicago, but basically, when you’re at the microphone, there’s a red light. If you got eight minutes on stage, once the red light goes on, you have 60 seconds to put the microphone down and get off the stage. If you don’t do it, they’ll turn your mic off and you’ll never get invited back.

Are you guys aware of that, on comedy? It’s very stressful.

Caller:

I’ve seen that. Yeah, I’ve seen that.

Bart:

Here’s why this is so hard: when I was writing comedy, I only had eight minutes, so this isn’t that unusual for me. You’ll be surprised how much content you get in for eight minutes.

My best joke was my last joke and my first joke. If I adlibbed too much or I went off topic at all, guess which joke got lost?

Caller:

The first one?

Bart:

The best joke! No, the first one was the first thing out of my mouth. My best joke got lost and then they don't remember me.

Here's more important: if I screw around or adlib or tell my story, gets what get lost? Your mortgage payment.

[Laughter]

Because there's nothing more awkward than going 15 minutes over to sell your products. That will piss the promoter off, piss the audience off, they're ready to go to lunch, you've totally gone over time, and you messed around telling your story because it felt good and then you're like, "You know what? I've got something for sale, I'm out of time, so go to the back of the room and see it." You've just cost yourself \$30-40,000.

This is why we have to rehearse this and you have to have it wired in your brain how to do that. When I did comedy, it was wired in my brain. If I was running low and I saw that light, I would skip a couple of jokes and get right into the set up of the next joke. This is what you got to do. You got to do it, you got to do it.

Okay. I've spoken for a full hour, thank you for that. Was that beneficial to all of you? You can un-mute yourself and you can engage now.

Caller:

Oh, yeah.

Caller:

It was quite.

Bart:

Thank you.

Mel, what is your 10-minute speech going to be on, or let's say I put you at the annual conference, even though you're not necessarily going to do this about handwriting, what would you speak about for 30 minutes at our annual conference?

Mel:

Probably stress reduction for meditation.

Bart:

Awesome. You would do that in 30 minutes and you can't do a meditation in 30 minutes, but can you tell them about it?

Mel:

Oh, of course, you bet, give them plenty of examples, statistics and testimonials, you bet.

Bart:

At the end of that, what would you sell them?

Mel:

A program on how to, just a basic introduction program and the upsell would be an advanced program.

Bart:

Excellent. By the way, we haven't talked about whether stress sells or not, but that's excellent, an excellent start, perfect.

Vesta, if you are giving a 90-minute speech at Handwriting University, if you have permission to sell something—well, let me change the context a little bit because at Handwriting University, they already have some products for selling, but let's say that you're invited to the National Women's Alliance and you have a 45-minute speech, and you are, you're giving a speech. What are you going to sell them at the end of that speech?

Vesta:

At the end of the 10 minutes or the 45 minutes?

Bart:

45 minutes. The 10 minutes is rehearsal, guys, that's what it's all about. The 10 minutes is all rehearsal.

Vesta:

Okay. Depending on who I'm talking to, their interests, what I'm going to be doing with the one with the women, there's a lot of women coming there and a lot of them are—

Bart:

Vesta, tell me your product, I don't want to hear your story, answer the question. What are you selling them?

Vesta:

I love your last one where you said you were going to be doing these things where you're taking things from your book on relationships. The ones that were about—

Bart:

Vesta, stop. I got to help you, you're killing me, Vesta. Either, "I don't know, Bart," "Help me, I don't know," or give me the answer.

Vesta:

Well, obviously I want to sell a course.

Bart:

Which course?

Vesta:

Well, they start with the first one, the 301, the certification.

Bart:

Okay, excellent, thank you. Thank you for letting me coach you, I know I'm a little harsh sometimes, but we're all thinking this, Vesta, so if you don't get it here where you're safe, you're going to fumble in an audience, I'm telling you truthfully.

Vesta:

My problem, I'm thinking about this thing I'm going to do in August.

Bart:

Well, that's not your problem, that's why you're here. You're going to get some coaching. I'm going to be harsh with you because I've got to get you very clear

with your answers and to stop telling long stories. I'm trying to coach you, but more importantly, the answer is: "I don't know what to sell, Bart, what should I sell," or "I'm going to sell the certification course and here are my bonuses," I gave you the offer of that.

Here's the thing, if you can speak around town, you can test this. If you want to sell them a \$300 introduction course, give that a go. You may get 20 people to sign up.

But you also may find that if you get 10 people to buy the \$1,000 course, you just made \$10,000. Don't be afraid to ask for the \$1,000-2,000 product. Don't be afraid. You can create this value, people will do it.

Here's the thing: never, ever, ever sell a book or a \$10 product in the back of the room. If you're online on the internet, you're giving away a free book, that's all great. You don't have the luxury of spending 30 minutes with you and getting to know you. Online is a different ballgame. Everything we talk about online does not apply to what we just talked about.

Now what we talked about here does apply when you do webinars and seminars, etc.

Vesta, what I'm hearing is you're not sure what you're going to sell, so we're going to spend some time doing that. If it's in Arizona, I would suggest enrolling them into the bonus program, the home study course and giving them a really great deal with some bonuses. If they're coming from all around the country, then you can't give them the bonuses locally.

The minimum you guys should sell would be the Handwriting 101 Course, along with the private consultation. Say, "Look, I charge \$300 for a private consultation, the Change Your Life Handwriting Workbook is \$30, if you are willing to invest just \$100 today, or \$150 today, I'm going to give you \$330 in bonuses."

I think that's too low, I think you're short changing yourself, but if you want to start with that, you guys can. You guys have those products to resell right now. I know in India you guys can do that, your costs are so low on that.

Vesta:

Yeah, and I need to become more familiar with each of the products.

Bart:

Right, right. Again, you use the benefits, but that's an easy thing.

One of the challenges I've had, and let me tell you why I switched that, and part of it is because I've been working with some authors and speakers last year, is most people never make money, never really launch their business because they don't have a core product that people want, need and desire.

Especially authors only, all they have is a book. You cannot make \$100,000 a year as an author without adding speaking and products and workshops.

Now I say that and Malcolm Gladwell, Harry Potter...obviously there's exceptions to that, but most people that I know that write books, especially non-fiction, they don't have a core product. Honestly, I don't want to work with them, they're too much work for me.

Everyone here that's an author is a mentor or a trainer, I've given you a core product. You've got a product with a \$1,500-1,600 value, if not more than that, and you have the ability to create your own bonuses locally, like seminars, workshops, graphotherapy sessions, on top of that.

You have the ability right now to sell \$1,000 product from stage or a \$1,500 product from stage, and add the bonuses.

I've given that for you, so if you don't have one, use ours, it's going to make you tons of money. Then you add your own local bonuses on top of that.

I mean, Jamie, you've got the Graphotherapy for Kids book, you've got the Graphotherapy for Adults book, those are \$10, 12 your cost. You could easily create a workshop for parents where they change their handwriting and understand that for \$3, 4, 497. Hey, for \$497, you, your spouse, and all of your kids can come, whether you have 1 kid or 5, all of them. Or say, "You know what? It's \$497, for each additional kid is \$100." That's how you pitch that. It's

something valuable, but we're going to throw in these books, we're going to throw in a one-on-one consultation, etc.

Vesta:

Okay.

Bart:

Okay, guys. We still have 10 minutes because I wanted you to have an hour and a half and I appreciate you letting me do twice a month, it makes me have more time to prepare.

Open the floor for questions, Brian, you haven't chatted much, I'm looking at the chat window now.

John, you're on the phone, thank you. You have any questions, John? I know you're also very engaged in doing this for the business community.

John:

No, I don't, Bart. I will tell you that I'm going to try to have my short book for the business community on your desk no later than early next week.

Bart:

Oh, good! Good, good. The book and then the book title, the book and book cover. I always do the book covers first.

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Also, The Perpetual Lead Program, let me tell you guys, that is going to be June 18th, I think. John, this is something you might want to come to. You guys have a lot of this, because I developed this process working with you. This is going to be June 18th in Los Angeles. I'm going to sell it for \$2,000 from the stage and all our Marketing members get it for half price, it's \$1,000. A one-day seminar but it's going to be a lot of audios and videos as well, so if that's something that will help you.

We're going through the launch of the microbook and actually taking that book, showing you the Facebook ads and running through it.

Most of you have the structure but for most people that will be kind of new because we really worked through this a number of times on the Mastermind call. If you want to be there, let me know, John, I would love to have you there.

John:

Okay, I will let you know, Bart.

Bart:

Okay, guys, thank you for muting yourself and for not shouting. Brian says thank you from South Africa.

Pradeep, Swesa, any comments before we go?

Steve, are you going to get ready for a 10-minute speech?

Steve:

Yes, yes, I am. I've got a couple of ideas and I'm going to start working on it.

Bart:

Okay. Listen, do you want me to use the next Mastermind for those speeches and give critique to everybody, or do you want me to create a bonus session? This is really valuable and I can give you feedback. I just want to make sure you're getting value. You guys are spending money, I want to make sure you're getting value and if you're there to support each other or you're there to learn something new, you tell me what you want to do.

Vesta:

I think that's a great idea about critiquing the 10-minute speech.

Bart:

Okay. Here's what we're going to do and here's the thing: because we're going to have 8 or 9 people, you literally have 8 minutes to do the speech, 2 minutes for feedback. Yeah, we'll probably go 2 hours that day instead of 90 minutes.

Here's who's going to go, you guys have to get on the phone call, you can't be on the internet because we won't have a good connection, we can't hear you very well, so Swesa, Pradeep, Brian, you guys have to get on a line on your phone and you've got to call in.

We're going to go with Brian, John, Mel, Pradeep, Swesa, Steve, Vesta, and maybe Dave Grayson. We will get it all—you have eight minutes. You've got to rehearse this for eight minutes. I'm saying 10 minutes, but honestly you can do it in 8

because we want to have time for feedback. By the way, 8 minutes is better than 10 because we can get all of you in.

Does everyone agree to do that? Say aye.

Multiple Callers:

Aye.

Bart:

Because I'm giving you an assignment and a deadline, you guys will work on this. If I didn't give you a deadline, it would just get not done. We'll launch, it'll probably be mid June, our next class, or two weeks from day, approximately.

You have 14 days to get an 8-minute speech which covers the process you went through. At the end of that speech, here's what I give you permission to do: I give you permission to sell us something. Mel, guess what? You've got nine people here who have never bought your stuff. If you're good, they'll buy your stuff.

Mel:

I like that.

Bart:

Guys, if Mel convinces you to buy his program and it's for sale, wouldn't you consider buying it? Of course.

Multiple Callers:

Yes.

Bart:

The rest of you are probably selling us handwriting and we already own that course, so you're probably not going to make money out of it. But I'm telling you the deadline and the fact that you guys are going to have eight minutes, you better not screw this up and forget to make an offer because then I'm just entertained and you told me a great story.

By the way, I love storytellers, I love them to death, but they're not getting \$10,000 out of my pocket. They will get \$8 because they're a feature film and I love storytellers and feature films.

Now have I stressed all of you out?

Caller:

A little.

Caller:

No.

[Laughter]

Caller:

Just a little bit, we'll be fine.

Bart:

All right. Here is the sequence for next week, I'm going to tell you the sequence right now.

First person is John Metzick [phonetic], you're going to be the first person up to bat.

Then we're going to go with Mel Zabel.

Then we're going to go with Steve Davis, Vesta Able, Dave Grayson, Swesa Gupta, Pradeep Kipilani [phonetic].

That's the sequence, so remember that. Those of you that are in India, you're going to be the last couple hours, so that's going to be later in the evening for you, unless you call me and say, "Please make it earlier because the time zones are so crazy," I'll be glad to move you guys around.

I'm not going to deal with tons of technical issues. If you guys aren't on a phone—and I'm speaking to you Brian and Pradeep and Swesa—if you're not on a phone call that we can hear you, we're just going to hang up on you and move on. I'm

sorry, I just can't deal with the technical issues, it drives me batty. I've been to India, I've bought phones, I know you can get a landline that calls in. I know it because I've been there, I've spent time there. There's no excuses for a terrible phone call. You guys figure it out. If you have a bad phone connection, go get a landline.

I'm being harsh today and you know why? Because I give a damn about you guys. Get this right and you guys can really start living your dream and you can start making money and you can start changing lives. I don't want to hear excuses about, "I don't have money for a 10-cent phone call," it drives me batty.

Thanks, Vesta, you love me for that. [Laughs] Thanks for letting me coach you harshly, too, seriously! When you're on stage, Vesta, if I put you on stage, you better be great.

Vesta:

I made it.

Bart:

You're a lovely human being but you've got to speak more concise, you've got to get to the point, you're very coachable. We're going to have a seminar in your home town. You've got to master this so you can have 30, 40 people in that audience and I'll give you the best introduction ever, but you're going to be great when you're on stage. Those people in the audience that hadn't bought the home study course, they're going to buy it because they're going to see everyone else from around the world that had their life changed by it.

Vesta:

Yeah.

Bart:

By the way, guys, if you guys are certified and you're in this program, you have an invitation to speak at the annual conference. John, I want you to speak on hiring. Steve, I want you to speak on coaching. I want you to come and speak, plus if you're in the authorized mentor and training program, you get to keep 75% of the ticket price. You sell tickets locally, Vesta, and you keep most of the money. You

could give tickets away to people in the enrollment course, that's fine, or you could sell them for \$5-600 each and you keep the change.

John, same thing with you, you're out there in the California/Arizona area. You can bring 10 people, you get to keep most of that money.

John:

Okay.

Bart:

And you can sell something from the stage that you created that might be something unique. Then the way it works, it works on every stage. If you sell something for \$500, John, you give the guy that put you on stage half that. That's the way everything is. If you sell a \$300 course, you put 150 back to the stage.

Most of the speeches won't have something for sale, but I'm not opposed to you making an offer. If you use this process, it won't feel like a sales pitch, it will feel like the opportunity to continue the relationship with John Metzick. It's the opportunity to continue the relationship with Mel Zabel and actually get some one-on-one coaching to learn how to meditate and have some peace of mind. That's a great opportunity.

If you deny them that opportunity, they only get a vague memory of what you talked about.

John:

Bart, when do we make our speech?

Bart:

14 days from today, unless I change my mind. It's going to be mid June.

Vesta:

You're the first one, John.

Caller:

No pressure.

Bart:

June 11th, 8:30 AM Pacific Time, 9 PM.

Now, I will say this, if the guys from India call me and tell me that that's 11 at night, we'll put them first. I know 8:30 is 9 PM their time, so obviously I'd rather they give the speech at 8 PM rather than 10:30 PM or midnight on their time.

I'm just not going to deal with a bunch of technical issues for the first 20 minutes, I won't do it. So Brian, you're either first or you're third, depending on how quickly we get the Indian—and South African, same thing. You guys are weird time zones.

Brian, you let me know. I know South Africa is really a weird time zone. If the first part of the hour is best for you or the last part, please let me know because you don't have to be on the phone all two hours, you can be on the internet, but during your speech you've got to be on a landline. If you'd rather do it at the beginning or the end, let me know, because literally it's like 3 in the morning for Brian, or 4 in the morning.

Okay, thanks for joining me. This is Bart Baggett. I'm going to post all this stuff on the Mastermind blog, so you guys will be able to download these documents and take a look at these presentations. I'll talk to you guys in two weeks, I appreciate your time.

Multiple Callers:

Thank you. Bye.

Bart:

Bye, everybody.

[End of Audio]