

Micro Reach Mastery Live Training: Session 1, Part 2

Date: Monday, January 12, 2026 **Instructor:** Vanessa

Introduction to Engagement-Based Segmentation

00:00:01 Everybody tell me they can see my critique.

00:00:04 Electric slides, micro reach mastery.

00:00:08 CRM, the Engagement Based Segmentation System.

00:00:12 So this is part two for today.

00:00:18 Get my slides arranged while everybody gets caught up.

00:00:20 All right, let's confirm.

00:00:23 Gimme a 13 in the chat.

00:00:25 If you've got your worksheet, session two.

00:00:29 You've got it out. You've made your copy.

00:00:31 You can edit it, you've printed it.

00:00:33 I don't wanna rush anybody.

00:00:44 And I have two different subject domains on your sub, uh, Irene.

00:00:48 That's, uh, that's a upgrade feature that we can talk about when we talk about scaling later in the week.

00:00:53 Why 13? Um, you know, honestly, it was my dad's birthday.

00:00:57 January 13th was my father's birthday, and tomorrow would've been his birthday.

00:01:01 So it's on my mind honoring my dad.

00:01:13 Are we going through all the modules today, Pierre?

00:01:15 No, no, no, no, no.

00:01:17 One and two today.

00:01:18 Could you imagine I'd keep you here for a hundred hours?

00:01:21 Now we're gonna start again tomorrow at 2:00 PM Eastern.

00:01:23 Today we're gonna wrap up the micro reach mastery CRM Engagement Amplifier.

00:01:27 If we still have questions after the webinar, what email address do we email?

00:01:31 Kenneth?

00:01:31 Fantastic question.

00:01:31 Everything can go to get support.

00:01:35 Our biz is a ticketing system, not an email.

00:01:38 We have 20 agents standing by who are all, uh, very experienced experts in this system.

00:01:45 They are the people who literally along with me, do this day in and day out for Brian for his businesses.

00:01:53 So you the best in the biz.

00:01:55 So any questions you've got, please open a ticket at Get Support Biz.

00:01:59 All right, Samir, please request that list through your micro reach mastery course.

00:02:03 I think it's module two has the instructions and form on how to receive your list.

00:02:14 Are we meeting each day or only once a week?

00:02:14 We are meeting every, no, this week we're meeting every day.

00:02:18 Monday, Tuesday, Wednesday.

00:02:19 So it's three days of sessions starting at 2:00 PM.

The fatal flaw of "Batch and Blast"

00:02:27 So the fatal flaw we've been talking about, we're gonna dig deep into it today, is batch and blast spray and pray.

00:02:34 Um, sending everybody the same message, the same generic email, and this is gonna flag spam filters and engagement barriers all day every day.

00:02:42 No doubt, this is a one size fit all approach and it doesn't work.

00:02:46 It is obsolete. It used to work, used to work for me like gangbusters.

00:02:49 It does not work now because engagement requires precision.

00:02:57 So the cost of ignoring your reputation is not just about your bounces, it's about invisibility.

00:03:02 Okay? It might get to the, to the, to the mailbox, right?

00:03:06 It might not get stopped in, in the void, but you're gonna get in the spam folder, your domain's gonna get black listed, which means it might not even get, it might get stopped in that pathway that it doesn't even get to the inbox, at least in the spam.

00:03:18 You can search for something if you're looking for it and maybe stumble across it.

00:03:23 I check my spam folder. I sometimes see things that I didn't want to go to spam, but with a blacklist, it won't get there at all.

00:03:29 And your wasted ad spend, um, leads you paid for, like if you bought a list, the energy you put into cultivating a list, it's gone forever if you're dead in the water, right?

The Solution: Dynamic Segmentation

00:03:42 So your solution is an engagement based segmentation plan, and the concept is dynamic segmentation.

00:03:52 You could take 50 emails and send an email message to them, and at the end of the day, look at every single person and say, okay, this person opened, and I put it in an open folder, and okay, this person clicked and I put it in a clicked folder, and oh, this person replied.

00:04:09 I put in a replied folder. Oh, this person called me.

00:04:11 I'll put them in a reply folder.

00:04:13 You can do that, you absolutely can do that.

00:04:15 But your micro reach mastery, CRM, the infrastructure that it is built on, measures every single action that any contact you put into the CRM, it measures every single action.

00:04:27 It does, it segments them and ranks them for you in real time.

00:04:35 Every interaction is scored instantly.

00:04:39 You don't have to do anything.

00:04:41 Every list, every lead, every contact you put in your micro reach, CRM, from the moment they are in, everything they do is, is measured.

00:04:50 Does that make sense? Does everybody get what that means?

00:05:06 How does A CRM do this using AI or something else?

00:05:13 Christopher? This, um, the micro reach mastery CRM has a workflow that I built by hand, not ai that took everything I learned for keeping Brian's list manually segmented.

00:05:33 Again, Brian sends millions of emails a week every week.

00:05:39 I was manually searching and filtering and tagging and segmenting.

00:05:44 I was manually doing it every day for him.

00:05:49 I constructed a way to, with the technology that the CRM provided me.

00:05:56 I knew, I knew I had the reporting, I knew it could tell me.

00:05:58 This is everybody That Clicked. I knew it could tell me.

00:06:01 This is everybody that opened, everybody That replied, everybody that bought, everybody That booked an appointment.

00:06:06 Everybody that went to my, uh, filled out my landing page.

00:06:09 I knew it could tell me on the one off, but How could I facilitate That automation?

00:06:16 I Built it. Okay?

00:06:18 So I then took That build And I put it into the micro reach mastery CRM, So that I can, anytime we create a CRM for you, It is built with that Infrastructure Already In place.

00:06:44 So we can send more than a hundred emails a day, Mary.

00:06:45 Uh, when you have more than a hundred hot emails, then you can send an unlimited number of emails a day.

00:06:51 'cause you can send every single hot email every single day.

Scoring Interactions

00:06:56 So That Is engagement based segmentation.

00:07:01 The promise is protecting your inbox placement.

00:07:04 Your cinder reputation is your most Valuable asset.

00:07:07 What we have put together is the way To protect your reputation.

00:07:13 If you follow what we're teaching you, and you let the engagement amplifier Do its job, your Reputation Will be safe.

00:07:22 There's always a risk, but This takes it down to as nominal and small as Possible.

00:07:30 So the concept, every action has value how a person interacts with you.

00:07:36 Think About it in the real world, if someone makes eye contact with you, That's Great.

00:07:42 If someone walks up, shakes your hand, says, nice to meet you, remembers your name, asks About your kids, And shows you pictures Of their dog, who do you have a better rapport with?

00:07:51 Right? Especially if you Guys, you know, if you're both dog People, Right?

00:07:55 You're in there, in there like swimwear.

00:07:59 So every Action has a value and every action is tracked.

00:08:04 So We not only see, okay, they opened an email, but That Action is given a rank.

00:08:11 So they're segmented into The part of your list that is, It's warm, they opened.

00:08:17 This is a general folder, But they also receive a Specific numerical value That Ranks them based on every action they've ever taken in a certain amount of time, right?

00:08:28 Because actions fall off.

00:08:30 Um, if they did something a year ago, if they opted in double, opted in three years ago, their email address could be a spam trap.

00:08:35 Now. So, um, duration of Activity Is also measured.

00:08:42 Bill, I'm so glad you think so. This is my Favorite part.

00:08:46 Is this used for one product only? No, bill.

00:08:48 This is every single contact in your CRM, Every Single contact in your CRM number.

00:08:55 No matter what they do, no matter what they buy, everything is tracked.

Low vs. Medium Value Actions

00:09:03 Low value actions, they're opens and clicks.

00:09:07 They're, they're general, they're not a, they're not a huge commitment.

00:09:10 Um, how many emails can our CRM hold?

00:09:12 There is no limits to the number of contacts, Christopher, that you can have listed in your CRM.

00:09:18 The limitations are on daily sins because there are restrictions to enforce the micro reach mastery methodology.

00:09:28 So low value actions, an opened email is a passive awareness.

00:09:32 They, they know who you are.

00:09:34 But, um, we also know internet service providers lie about opens.

00:09:39 Do you guys know about this? I if you'll, if you'll allow a side quest, I will tell you about this.

00:09:44 What do CRMs and autoresponders do? They charge you money to use their product. Okay?

00:09:51 How do they keep you paying them money every month after month after month, \$97, \$197, 200, 400, so much money.

00:09:59 How do they keep you? They keep you feeling good even if you're not getting results.

00:10:05 How do they do that? They tell you people are open in your emails.

00:10:08 This is my, I can't, I can't necessarily prove it.

00:10:11 I don't have a peer reviewed journal entry, but, um, the, uh, open rates have been skewed for so long.

00:10:23 Uh, it's nearly impossible to have the kind of open rates some of these providers are reporting and not a single click, but I've seen it happen because it is fault hope.

00:10:31 There's really no way to prove that somebody didn't open an email.

00:10:34 But it makes you feel good to see a high open rate.

00:10:36 So I value open emails. It's, it, it's something, but it's, it's not, it's not the juice.

00:10:44 It's not what we're trying to squeeze, right?

00:10:46 So it's passive awareness.

00:10:47 A spam trap can be an open, right?

00:10:51 So it's not, it's not the golden goose, but it's something now, a clicked email active interest.

00:10:56 This double the value that is much more important to me.

00:11:02 Can we use this for affiliate marketing? A thousand percent? Yes. Yes, yes, yes.

00:11:08 And to sell your own office offers. Yes. Yes, yes, yes.

00:11:11 This can I tell people, you can sell Girl Scout cookies with this if you want.

00:11:14 You can sell whatever you want in the mon niche. Go for it.

00:11:22 Is there an advantage to setting up Amazon SES over?

00:11:25 Okay, in depth question, Robert, if you'll send me a ticket gets court.bz, we can talk about it.

00:11:31 Um, but we're gonna stay on track here.

00:11:41 Medium value actions. So this is inbound.

00:11:44 When someone is engaging with you proactively, they are taking action to engage with you.

00:11:49 They have sent an inbound email that can be a reply or that can be, um, like they just opened their inbox and they typed in your address and they sent you an email.

00:11:58 This is a proactive communication.

00:12:00 It indicates higher interest than a passive click.

00:12:03 They had to take action. This is a concerted effort to communicate and connect with you.

00:12:09 Now, they could be telling you to never talk to them again.

00:12:12 It could be an opt out request, which you should honor, but it is engagement and it'll cancel itself out.

00:12:18 If you get an email that says, unsubscribe me, you unsubscribe them, they go out of the running, it's fine.

00:12:23 It's no big deal. But an inbound email, if somebody has a support question or a follow up to an offer you've shared or clarifying, or they want you to call them or they anything that is huge, 20 points and a self-register for a webinar, massive.

00:12:41 They go to a landing form and they give you first name, last name, phone number, email address.

00:12:48 They don't have to give your phone number, but, you know, everybody asks for it these days.

00:12:51 Um, this is a significant commitment and it shows clear interest.

00:12:58 They are asking you, because everybody knows you sign up for a webinar, what are you getting?

00:13:03 You're getting on a list. They know, they know.

00:13:06 So mega 50 points.

High and Maximum Value Actions

00:13:12 High value actions, webinars, and replies. High commitment deserves high rewards webinar attendance and replies to, uh, call to action.

00:13:20 When your call to action is a reply, uh, reply he reply to me for this.

00:13:25 Initiating a one-on-one thread for, um, usually for a, uh, a funnel.

00:13:34 Michael says, so with this system, we can finally get rid of AWeber. MailChimp, please.

00:13:39 Okay, first of all, please don't use MailChimp. They have, they have shut me down.

00:13:44 If you've ever had to go to your boss and tell him that you got an account canceled, uh, because of sending emails, and it wasn't even cold email.

00:13:51 It might have been a little, might a little been a little chilly, but it wasn't cold.

00:13:54 Um, I had to tell Brian, yeah, that MailChimp shut us down and we lost all of the history of that CRM because they just decided they didn't like what we were talking about.

00:14:04 Um, but yes, the goal here is that you use this intelligence system and not the spray and pray, um, methodology that comes from those big, just like newsletter type communications.

00:14:16 Um, can you do this with AWeber? Yes, yes.

00:14:22 But you would have to manually, like, have a spreadsheet and say, okay, all of these people clicked, all of these people came to my webinar.

00:14:29 Um, it would be incredibly tedious. It is possible. You are understanding and learning the concepts.

00:14:37 I would not want to do it anywhere else besides this tool.

00:14:42 It just seems really tedious. And I, um, time is money and you're already here.

00:14:48 You paid for it. You should let us, you should let us set up for you, right?

00:14:52 Uh, do you recommend double opt-in for cold audience, like solo ad audiences?

00:14:57 Um, yes.

00:14:59 Anytime someone has opted in where they filled out a form for me, I always, uh, and you honestly, you all experienced it when you purchased this course and, uh, we sent you your welcome email.

00:15:08 Um, it was followed with a, Hey, we wanna make sure this is the email address you wanna hear from us at.

00:15:14 It was a simple, friendly message from Brian.

00:15:16 It just had a link that said, yes, this is the email address I want to hear from you at.

00:15:19 That's a double opt-in. That's all it means.

00:15:22 Um, so the CRM does not send the emails. CRMs do send the emails.

00:15:28 Connie, your micro reach mastery CRM customer retention manager is the autoresponder that sends the email.

00:15:35 It sends the email and it measures all the activity.

00:15:38 It houses all of your contacts and it segments them for you. It is everything. It is all in one home.

00:15:49 Uh, guy, this, um, the intro right here is for a single domain, a single sender, because we're working through, we're taking that cold list and we're running it through the engagement amplifier system.

00:16:02 So we can take the cold emails, get them ranked, and get them over to hot so that we can send unlimited emails in a day.

00:16:06 That's the end goal.

00:16:16 Uh, can you set up opt in list with this? Yes.

00:16:17 In your micro reach mastery CRM, there is lead capture forms.

00:16:27 Yes.

00:16:29 You can set up, uh, forms for yourself. You can set up, um, webinars, you can set up products to sell it.

00:16:35 It is everything. It is a complete cart system. You absolutely can do that.

00:16:40 And every single thing you do can be tied into your engagement amplifier to track the activity.

00:16:46 So you, we can set it up. So like, if they buy a product, it's plus a hundred.

00:16:55 Single domain initially on this CRM and upgrade will allow more domain names.

00:16:59 Yes, that is exactly right, Christopher.

00:17:01 Alright, so maximum value accent purchases.

00:17:04 Yes, I just alluded to it. A purchase is the ultimate signal of trusted engagement.

00:17:09 Thank you all so much. You're all here because you trusted me and Brian with your hard-earned money and your time.

00:17:15 And I wanna say I appreciate it. And you all immediately got a plus 75 in my engagement amplifier as soon as you completed your purchase.

00:17:23 So you're all plus 75 and you're all here at a webinar, webinar and you all opened emails.

00:17:27 So you guys are my blazing hot list because I use this system every single day it's set in, forget it.

00:17:33 It's already running it on every single thing.

00:17:42 Uh, if you make multiple purchases, um, it's 75 for a purchase, and then after X amount of time it falls away, right?

00:17:50 'cause somebody buying something from me today in three years might not matter.

00:17:54 The engagement amplifier does, um, I don't know if titrates the right word, but it assesses the recency of activity.

00:18:06 How do I add my own list on top of the 7,500? Carolyn? Easy.

00:18:09 You just upload it the exact same way.

00:18:11 You go into your CRM, you go to contacts, you say add new upload, CSV, ta-da.

The 30-Day Window and Score Decay

00:18:22 The 30 day window, why? Time matters, right?

00:18:23 So, like I said, if you bought something from me three years ago, you are not hot if I haven't heard from you in three years, right?

00:18:29 Engagement is not permanent and interest fades over time, right?

00:18:33 We gotta stay relevant.

00:18:34 We gotta keep reinventing ourselves, unfortunately.

00:18:37 Um, but also you have to say current, what I teach you has to be like today.

00:18:42 Right? Now, if I was teaching you things that was outdated, I wouldn't be helping you.

00:18:46 And you would find, you would figure out that I'm not an authority and you would stop listening to me.

00:18:49 You would stop reading my emails.

00:18:52 I have to keep bringing value to you, or you will lose interest in talking to me.

00:18:56 It's a harsh reality, but it's true. I measure that.

00:18:59 How effective am I being in giving you value by how engaged you are with me?

00:19:06 If I see that you've stopped listening to me, I need to reflect and do better for you.

00:19:11 Okay? A click from six months ago is not the same as intent for today.

00:19:16 Uh, George, yes, they can all be in different categories, totally fine.

00:19:19 Um, the system prioritizes recent activity to ensure accuracy.

00:19:25 Does the system remove duplicate emails? It sure does. Dedupe, dedupe.

00:19:33 And the decay mechanism is, and keeping it fresh.

00:19:37 If they stop engaging, the score drops.

00:19:39 So this is what I'm saying, old actions lose their weight, okay?

00:19:44 A purchase while heavily influencing this week after 30 days after 60 days less weight.

00:19:51 This ensures the hot list is truly active and prevents false positives.

00:19:57 So if you're talking to someone as if they bought something from you yesterday and it's been six months, that's gonna trigger that annoyance, right?

00:20:07 Um, I like to, and you've probably experienced it, you purchased something, uh, you got a series of nurturing emails right?

00:20:16 Here is your purchase. Did you miss an upgrade that you wanted?

00:20:20 Here's how you come to the training. I will see you on Monday, right?

00:20:24 I'm talking to you about something that is very relevant to you, that I know you're interested in, that I hope you're excited to participate with me on today.

00:20:31 I'm sending you emails that are interesting and pertinent and important to you.

00:20:36 So you opened them. If I was talking to you, if I was sending those same messages in 30 days, that doesn't make any sense.

00:20:44 I'm gonna annoy you and you're gonna spam. You're gonna say, oh, she's spam, spam.

00:20:47 She's not paying attention. She's sending me the wrong stuff.

The Journey from Cold to Warm to Hot

00:20:55 So the journey from cold to warm to hot.

00:20:57 This is your goal, everybody that you just load in.

00:21:00 We talked about purchase lists, and then you've got the lists that are custom curated for you by me and my team.

00:21:06 These are cold, you have low trust, they are strangers.

00:21:10 They do not know you yet, okay?

00:21:13 The goal through your series of emails that are being monitored and ranked and stacked by the engagement amplifier is to move them through to hot.

00:21:23 Okay? Every interaction builds trust.

00:21:25 Every time they open a website, uh, I'm sorry, open an email, read your content.

00:21:29 They see you as a person. They see that You see them as a person.

00:21:33 They are clicking to go to your website, they are replying, et cetera, et cetera.

00:21:37 This is building a relationship with you through these emails.

00:21:41 The consistent value that you can provide is gonna move audience along that path.

00:21:46 And the goal is to cultivate high trust super fans, right?

00:21:53 You have something to offer. You have a problem to solve.

00:21:56 You want to communicate to these people your value and what you can do for them.

00:22:04 It is about giving without asking, without taking everybody on, on the same page with me.

00:22:16 So the goal is to move everyone to hot. Okay?

00:22:18 You can only send a few cold emails a day. Dims dims the rules.

00:22:21 That's what Google and Yahoo and I outlook. That's what they say.

00:22:25 You send more than too many, you're gonna get smacked back down into the blacklist.

00:22:31 You want to get to the point where you can send a thousand, 10,000, a hundred thousand emails in a day.

00:22:37 The goal is to get them into hot. There is no limit when you have hot.

Daily Send Limits

00:22:43 So the cold emails do we send per day?

00:22:45 It's 50 per domain in a cold list, okay?

00:22:53 It's a hundred a day in a warm list and a hot list is no limit.

00:22:59 Okay? So I don't know if there's a place for that in your notes.

00:23:01 I kind of, uh, this, we're not, there's no slide for it, but I'll tell you that.

00:23:05 I'll tell you that. I'll tell you that much for free.

00:23:07 50 for cold, a hundred for warm, unlimited for hot.

00:23:11 That's it.

00:23:17 So the reality dynamic movement engagement is not fluid and it is not static.

00:23:21 Someone doesn't hit hot and stay there forever.

00:23:25 They can fall to warm, they can fall back.

00:23:29 I dunno if they ever fall back to high school, but they can fall back to cool, right?

00:23:32 A very low engagement score.

00:23:35 You can determine what score you want your threshold to be, or you can bucket it hot, warm, cold, et cetera.

00:23:47 So it's up to you. Both of those, um, systems are available to you inside the micro reach mastery.

00:23:52 CRMI keep it pretty simple, hot, warm, cold.

00:23:57 I got my hot list. I talk to 'em all the time. I talk to them like we're best friends. We're warm.

00:24:03 I'm trying to build or rebuild a rapport to get them to hot cold.

00:24:09 I'm trying to get them to pay attention to me and express any kind of interest that what I'm saying is resonating with them so I can move them to warm and people can jump straight from cold to hot.

00:24:21 Absolutely. Can you send those stats so we can note them, please?

00:24:25 Yes, yes, yes, yes. I'll put it on. Um, in the course.

00:24:28 50, a hundred and unlimited. Exactly. Christopher.

00:24:41 Um, what we can talk about, um, is the micro reach mastery, um, list.

00:24:45 The cultivated, um, custom list that we provide. We don't really get into ads.

Cold Zone: Engagement Under 100

00:24:50 What's the difference between cold, warm, hot scores using a threshold?

00:24:53 Okay, I'll show you. So cold. The key characteristics are an engagement score of under a hundred.

00:25:00 The relationship status are strangers. These are brand new.

00:25:02 You probably just uploaded them into your list. Ice cold, right?

00:25:08 They didn't fill out a form on your page, they didn't buy something from you, they didn't come to a webinar.

00:25:12 You have loaded them into your list and you are starting from zero.

00:25:16 So they're a stranger. And the primary goal is to earn the first interaction.

00:25:21 So the risk with cold is, it's a, it's a high spam danger.

00:25:24 So I know everybody was like, oh, 0.3, that's such a low spam.

00:25:28 That's for your hot list.

00:25:30 When you're working with cold, you have to have different expectations.

00:25:33 The goal is to get to a clean hot list, right?

00:25:36 One wrong move can burn your domain. Important that you clean your lists before you get to work, right?

00:25:45 Uh, ISP filters are watching every email Interaction matters.

00:25:49 Zero trust means zero tolerance. It's extremely different. Difficult to fix a broken reputation. Is it possible? Yes.

00:25:57 Um, MX Toolbox that I told you about, where you can check to see if your domain's on a blacklist, they will charge you plenty of money to fix your reputation better to not get on a bad one.

00:26:08 And everything about micro reach mastery is designed to take you with a cold list, small batches of emails per day, micro reach rights in the name, and then sorting through them for you to get them into hot.

00:26:22 Okay? 50 and below is that, um, awareness with the ISPs.

00:26:28 They're not really looking at senders sending 50 and below per day.

00:26:32 And so we're gonna chip away at that ice cold and get a warm into your warm list.

Cold Outreach Strategy

00:26:42 So, um, your strategy, small batches only volume control is risk control.

00:26:48 Um, 50 to a hundred emails per day. I say no more than 50 for cold.

00:26:51 The logic, high volume on cold list trigger spam filters immediately, like we talked about, brand new domain.

00:26:58 Nothing worse than a brand new domain and a sudden change in volume.

00:27:03 And the goal is to fly under the radar.

00:27:05 Don't get yourself flagged as someone who was spent sending spamming blasting information content emails that no one wants to see, right?

00:27:17 They are gonna spot you. You wanna stay under the radar and slowly, safely build your hot list.

00:27:27 Uh, uh, Dana asks, is the 7,500 list we get already cleaned?

00:27:33 No. The list that is provided through Micro Reach mastery was not sent through an email validator.

00:27:38 Highly recommend you do that.

00:27:39 Now, the reason we do not is because a 7,500 list that has email but also has all of the other data we provided to you is still an incredibly valuable list.

00:27:52 Okay? So 7,500 records of businesses where you have the phone number and the web address and the Facebook page and the LinkedIn page, and you know, if they have a Facebook pixel and you know, if they have a Google ad pixel and you've got an email address.

00:28:09 If just the email is bad because maybe it's a bounce or a catchall or a spam, you still have all of that other information.

00:28:16 So the value of your list was not limited to just validated emails.

00:28:21 So you got the whole list and you can use it.

00:28:24 Uh, we do recommend clean the list before you load it into your CRM.

00:28:30 So do we determine each email separately If they are cold, warm, or hot, then segment them accordingly.

00:28:35 Is that right, Ladon? Yes. That's the hard way.

00:28:38 You could take every email that you send, pull a report and say, okay, these are all my clickers and these are all my openers and this is everybody that bought from me today and this is everybody that replied to me today.

00:28:48 And you could manually assign hot, warm, cold. You could manually assign these numbers.

00:28:53 Yes, you could do that. You can do that in any CRM. That is the concept.

00:28:58 That is the methodology of the micro reach mastery system.

00:29:02 The engagement amplifier, the micro reach mastery CRM is built on, does all of this for you in real time.

00:29:12 You literally don't have to do anything except load your list and send an email and it gets started.

00:29:19 Uh, the email lists that we cultivate for you are global.

00:29:22 You choose where you want them from and we'll give it to you.

Cold Content Tactics

00:29:29 Alright, so this is the cold.

00:29:29 Um, the best cold content is give before you take, right?

00:29:34 Uh, the more educational, the more information, the better.

00:29:38 Now, when I say educational, I don't mean like you're giving them a textbook.

00:29:41 Inform them that you can solve a problem.

00:29:44 Inform them that you have a solution for them.

00:29:46 Inform them that you have something that will benefit them.

00:29:49 Education give before you ask.

00:29:56 Curiosity, subject lines, the engagement based segmentation system, right?

00:30:01 It depends that they get engaged. So what do we do?

00:30:04 Uh, the goal is the open, not the sale.

00:30:06 When you're talking about cold emails, the first thing you've gotta do is get them to open your email and not complain.

00:30:11 So subject lines matter.

00:30:14 Um, you can take the same email and use it 10 or 15 times on people who haven't opened yet.

00:30:21 If all you're doing is changing the subject line until they open.

00:30:24 Does that make sense? If they haven't opened, you can use the same email content, but a different subject line until they open.

00:30:38 Right? Once they open it, then they can, it matters what the inside of the email says.

Subject Line and Call to Action

00:30:46 Fantastic. So a bad subject line example is meeting requests. My company services, right?

00:30:53 Meeting requests, Bob's Builder services.

00:30:58 Like I'm asking you to come to a meeting with me with Bob's Builder Services, right?

00:31:02 Uh, a good, good question is, Hey, I've got a question about your company's marketing, or I have resources for your team, right?

00:31:14 You're giving nobody likes meetings.

00:31:18 Kevin, you're absolutely right.

00:31:18 Should have been an email, is the joke, huh? Okay.

00:31:22 The, and the thing about these good subject lines we're talking about, it's giving.

00:31:27 We're not asking them to come.

00:31:29 We're not asking for their time.

00:31:30 We're not asking for their attention.

00:31:32 We're offering, I wanna know about you.

00:31:43 Single clear call to action.

00:31:45 Have you ever got an email that, uh, was so confusing you didn't know what they wanted you to do?

00:31:49 Here's a link to a page. I want you to call me.

00:31:51 Here's my phone number, here's my email. Reply back, meet me for coffee, da da da.

00:31:55 What do you want me to do? What do you want me to do?

00:31:58 Keep it simple. Keep it clear. One email, one goal. Don't confuse the message.

00:32:07 Now, here's what is, I'm gonna say it really slow. 'cause this is what's important.

00:32:12 Make the call to action measurable and trackable.

00:32:17 The only way to evaluate and rank is to have a trackable interaction, right?

00:32:26 They need to take an action so that you can measure it.

00:32:30 Get them to do something.

00:32:33 I love a click for it, especially in cold click is about as much commitment as you can hope for.

00:32:40 To get somebody out of a cold open is, like we said, they can, you should treat them a little differently than, than no engagement whatsoever.

00:32:50 Opens are good. Clicks are better, okay?

00:32:54 So don't just ask them to call a number that maybe isn't associated to your micro reach mastery.

00:33:01 CRM, right?

00:33:03 If your CRM doesn't know that that phone call happened, you can go in and say, click yes, phone call happened, ra it gets the rank, et cetera.

00:33:10 I think that's a great idea.

00:33:11 I think when you speak to a customer, you should make notes in your CRM.

00:33:15 I think you should record that, but it's not automatic.

00:33:18 So in cold email marketing, the interaction needs to be trackable.

00:33:26 And all of the emails that we put into your CRM include a place for a hyperlink.

Personalization vs. Relevance

00:33:32 So cold tactic three, minimal personalization, relevance over creepiness.

00:33:42 So we talked a lot about not sounding like an ai, you don't wanna look like a stalker either, right?

00:33:44 So dear, so madam, that's a little too big umbrella, right?

00:33:50 But hi name, I saw your company launched X very great.

00:33:57 That's good, right?

00:34:01 You did a little research, you personalized the email, you used the merge fields, you, you, um, just it up.

00:34:08 But what you don't wanna do is something like, um, ah, I saw you recently vacationed in Cancun.

00:34:15 It's a step too far. It's a bridge too far.

00:34:17 There's a sweet spot in balancing relevance and boundaries, right?

00:34:21 Um, I've, I've seen, you know, I've gotten personal messages on social media, et cetera, that, um, it crossed the boundary.

00:34:29 So not necessarily a huge risk or something anybody is, it's not a huge problem, I'm sure, but it is, uh, to be noted now, a cold workflow in the 30 day decision, okay?

Decision Workflow and Engagement

00:34:46 You launch a cold campaign, that can be your new list, that can be in reengagement.

00:34:53 Maybe somebody has been on your list for a year and went completely ice cold.

00:34:58 They timed out of all of their rank and you wanna warm 'em up again.

00:35:01 It worked in the past. It'll work again.

00:35:03 So you wait your 30 days after you send the engagement campaign, and in real time it's measured.

00:35:12 Has this person engaged?

00:35:14 And if the answer to that is yes, they move to warm, it upgrades their segment, and if no, they haven't engaged the cold tag remains.

00:35:23 Now this is the hyper simplified. This isn't the rank with a specific score for every single one.

00:35:28 These are the four folders, right?

00:35:30 Where the goal is to get everybody to hot.

00:35:32 This is all done automatically.

00:35:34 Yes, bill, if you are using the micro reach mastery, CRMM with the engagement amplifier installed, yes, this all happens automatically.

00:35:41 Every email in real time.

00:35:45 The high so-and-so opener is okay for corporate prospects like CXO, absolutely.

00:35:49 Kevin, yes. Um, we'd be reaching out to businesses or individual consumers.

00:35:54 Jack's a fantastic question, and I like to say every business owner is a consumer.

00:35:59 You, the, the, the mentality of thinking of them differently. I think that's a mistake.

00:36:03 Business owners are consumers. It's just how you craft your message. Yep.

00:36:10 Uh, the email list from micro reach mastery, CRM, we have B2B and we also have a BizOps list.

00:36:17 So it depends on what you ask for Jack.

00:36:26 And yes, Ladon Nikki has shared the workbook with you. Fantastic.

Exiting the Cold Zone

00:36:30 Alright, I'm jumping back in. Okay? Cold exit the first win. What are we trying to do?

00:36:34 We just need one win. Really. Only one real win gets them out of the cold zone.

00:36:39 The trigger is any engagement, they open, they click, they reply, they show a sign of life, right?

00:36:45 Boom. They're no longer icy.

00:36:47 You have gotten their attention and they move to warm.

00:36:50 Now remember, it's not a full heavy rank and open is only 10 points, but it's not cold anymore.

00:36:58 And now you can treat them differently.

00:37:01 We can move to a hundred emails a day with the opens, right?

00:37:05 Because the opt-outs fall off, the hard bounces fall off the spam complaints fall off and open.

00:37:12 That is, none of those things is still marketable and now is warm.

00:37:17 So now you can send a hundred a day.

00:37:18 Everybody with me, you wanna write it down a warm zone contact.

00:37:24 You can move to a hundred emails per day, even if all they did was open.

Warm Zone: Trust Building (Score 100-300)

00:37:31 Okay? So warm defined, you're building trust.

00:37:34 This is an engagement score of a hundred to 300, right?

00:37:38 So there's, there's still gradients of warm, right?

00:37:41 Maybe they've clicked a few times. They've opened a few times, right?

00:37:45 They've racked up a 300 score, they're still warm, not hot yet.

00:37:47 They haven't bought anything. They didn't come to a webinar, they didn't fill out a, a form for me.

00:37:52 But they're, they're warmed up.

00:37:54 And now your relationship status is that they're interested, right?

00:37:59 They have expressed somehow, they've shown a sign of life and they're interested.

00:38:02 There's a moderate risk.

00:38:04 Don't go blasting because you can, you can go too fast and they can, they can still get annoyed.

00:38:10 Now they're looking at you. You run the risk of what a complaint if you, if you push too fast, if you push too hard on the warm level.

00:38:18 Now your primary goal is to deepen that engagement.

00:38:20 And I always say keep giving, keep giving before you start asking.

00:38:23 So let's deepen that engagement.

00:38:30 Um, your risk is moderate because you are connecting.

00:38:31 You are, um, now they're seeing what's inside of your email.

00:38:35 So there's still a risk for a spam report, because now what if they don't like what you're saying?

00:38:40 This is where the AI content can really burn you.

00:38:44 So it's good to be very discerning when you're deciding what to say.

00:38:48 Um, engagement is the safety net, but don't abuse the privilege.

00:39:00 Larry had a great question. Yes. So can you run a hundred to the warm and 50 to the cold concurrently for a total of 150?

00:39:06 Yes. That's the idea. That is the idea. Okay.

Warm Outreach Strategy

00:39:16 Moderate batches, we're gonna up to, um, maximum 500 I would say as we're working up, you start with a hundred, right?

00:39:24 You go from 50 to a hundred maximum is 500 warm.

00:39:27 That's a, that's pushing it. But that is, that is the, um, industry standard, uh, for micro H mastery.

00:39:34 Um, especially in, uh, with the, um, lower, um, 'cause I know you're all brand new.

00:39:40 If you've got the lower warm scales because it starts at a hundred, that's where, um, we, we still wanna work up.

00:39:47 But again, two to 500 is the max.

00:39:50 Uh, the logic is you've established trust and you're reducing spam filter sensitivity.

00:39:54 That's what we're trying to get to.

00:39:56 And the goal is to consistent nurturing, to drive conversion.

00:39:59 We wanna get 'em into the hot box.

00:40:03 So, uh, the content that you can send to a warm is a 70 30, earn the right to sell to them.

00:40:09 Balance too much selling, they're gonna unsubscribe, too much selling, and they're gonna report you a spam, right?

00:40:15 And too familiar or a lack of professionalism, right?

00:40:19 If you get too casual, you could lose authority.

00:40:22 You want to maintain the position that you are solving problems, you have a solution, you have what will help them.

00:40:31 Larry asks, uh, how will we know when our limits increase and decreases we move forward?

00:40:35 You are able to see in your micro reach mastery, CRM, the number of contacts you have in the warm list.

00:40:47 And so if you are sending to warm, you can send a hundred every day.

00:40:51 Makes sense? So you'll know in real time because all of these rankings and segmentations happen in your account in real time.

00:41:05 Okay, so warm tactic, one segment by interest.

00:41:08 The concept is relevance and retention.

00:41:11 So, um, if you are only offering one offer, if you only have one message, this is advanced, you don't have to do this, but you absolutely can.

00:41:19 If you have, are selling one, um, offer, but you're selling it to different industries, say maybe you're targeting HVAC, roofers and electricians, you can segment your warm list further and talk to roofers differently than electricians, differently than HVAC.

00:41:36 Um, you could offer them different things, et cetera.

00:41:39 Um, this is optional. It is an advanced tactic.

00:41:43 I recommend it, it absolutely works.

00:41:46 This is not so automatic.

00:41:47 You would have to take your warm list and then identify the, um, the part of your list that was loaded from HVAC.

00:41:55 So when you load a list, you name it HVAC, right?

00:41:58 So then you can do warm and HVAC and send 'em that content.

00:42:02 So does that make sense? So you're grouping people by behavior and interest.

00:42:05 You're tailoring the content specifically to that in interest.

Referencing Behavior and Engagement

00:42:34 So warm tactic two, uh, reference behavior.

00:42:37 Show them that you're listening and respond to their actions, right?

00:42:42 Since you called me, since you replied, since you bought X, Y, Z, um, well in warm, they haven't bought yet, but you know what I'm saying.

00:42:50 Uh, you know all of this about them.

00:42:52 You are gathering data about all of their behavior and you know about them because you have the detail from their list, right?

00:43:00 So you are able to, um, talk to them, uh, very, uh, referentially, does this make sense?

00:43:13 I saw you were interested in topic, you know, the topic because they clicked on that topic's email, for example, right?

00:43:20 Based on your interests. I thought you'd like this.

00:43:26 Robert says, so much has changed. Now it's scary to send emails. I don't want to scare you.

00:43:30 It is more complicated.

00:43:34 But what Brian and I have done is, well, we've provided a solution that takes a lot of the uneasiness and the unknowns out of it because it can be scary.

00:43:49 But to sound like a broken record, you're in the right place.

00:43:52 Because we went through the scary part and we put the tools together to make it less scary.

00:43:58 Like this is the flashlight in the dark, right? This is the nightlight.

00:44:04 Uh, it is, it is complicated.

00:44:05 Um, but hopefully with the, the CRM, the infrastructure that we've built, it's taking all of that heavy lifting off.

00:44:12 Um, let's see how you feel about a link to a teaser video in the body and or subject line.

00:44:16 Marty. Great. I mean, folks love videos. If you can give them to click, that's a huge engagement.

00:44:23 And then you know that they're interested and then you can reference that video that, that, Hey, I saw that you went and watched my video.

00:44:29 If they clicked on it, they might not have watched the whole whole thing.

00:44:31 Are there tools that can tell you how much video they watched? Yes, absolutely.

00:44:33 You don't have to get into all of that. You can if you want to.

00:44:36 This, Brian likes to say that we are software agnostic.

00:44:40 If you wanna use other tools and make your business better, absolutely you can.

00:44:44 But if you know they clicked a link that was asking them to go watch a video, you can talk about that video if you know they clicked.

Soft Sales and Value Loops

00:45:00 Alright, warm tactic number three, soft sales.

00:45:03 It's a PS method, okay?

00:45:06 You give, give, give, give, give in the body of the email, and at the end you place an offer.

00:45:10 Okay? It's not the main point of the email, but it opens up the concept that you have something that you're selling, okay?

00:45:17 Contextual links. These are hyperlinks to relevant keywords.

00:45:20 It's when you hover over a word and it turns blue and you can click it and it's a link without being over the top.

00:45:26 It's a, um, a sales image or a buy button or a price tag.

00:45:31 It just takes them in, in with the narrative over to the offer.

00:45:36 It's a little more subtle and value First, ensure the offer relates to the educational content.

00:45:43 If, even if all you're doing is educating them that you have a solution to a problem, make sure it's relevant, right?

00:45:49 Don't sell a blue widget when you've been talking about green sprockets all day.

00:45:52 It doesn't make any sense. It's jarring and you're gonna lose your audience.

00:45:57 Um, let's see. Does the CRM workflow move prospects from cold to warm to hot automatically when they responded by Gerald?

00:46:03 Yes. It's the entire concept of the engagement amplifier.

00:46:08 Um, all of it is ranked, every single action is ranked, assigned a score, as well as moved through the generic folders of cold, warm, hot, et cetera.

00:46:17 Um, the complexity of all this never really scared me, but it made me drop email marketing altogether.

00:46:23 Facts Kevin, yes. No time for all those hoops.

00:46:26 Those hoops look as the hoop jumper who manually did this for Brian for years.

00:46:31 I absolutely understand. I'm extremely proud of the automation I was able to bring to this and to bring it to you guys, um, wide, because it, I mean, there's millions of people trying to make money, email marketing, and only a couple hundred are with me today learning about this.

00:46:49 So I'm just saying it's, it's a, um, it's an advantage.

00:46:54 It's an advantage for micro reach mastery folks.

00:47:06 So the nurture loop. You start, um, you've gone from cold and now you're warm.

00:47:13 You've got the 30 day process about, you know, before the warm scores start falling off because they've aged out.

00:47:20 So in that time, have they engaged? Yes. Okay.

00:47:24 They're moving to, okay.

00:47:27 And if they didn't, if all of those rankings for their activities that made them warm, if they didn't do new activities, the old ones will fall off and they will slip back down to cold, right?

00:47:43 So that you can work on engaging them a different way.

Hot Zone: High Trust Engagement (Score Over 300)

00:47:46 So the exit, the breakthrough. Now they're super fans.

00:47:50 So what happened? They were warm, they were paying attention to you, you're engaging with them, you're educating them, you're building a rapport.

00:47:56 They began to trust you. They saw you as an authority, and they bought something from you.

00:48:00 Now they are hot. This is a high value action, right?

00:48:04 They purchased, they attended a webinar, they went to a replay, they booked an appointment, okay?

00:48:10 High value trigger. Now they're in the hot zone.

00:48:14 Now you can send unlimited contacts, emails, not unlimited emails.

00:48:19 Don't send 10, 10 emails a day to a thousand people.

00:48:23 No, when I say unlimited, I mean the number of contacts.

00:48:27 So you have a thousand hot folks. Say you have a hundred thousand hot folks, if they are hot, they have taken a high value action in the previous 30 days.

00:48:35 You can email every single one of them every single day.

00:48:38 Hot, hot, hot, hot, hot, right?

00:48:40 Tell me you understand reaching the hot trigger is the goal and it blasts off all of your training wheels, all of your restrictions, they are hot because they haven't opted out, they haven't bounced, they haven't reported you a spam and they've taken a high value action or multiple, um, mid-level actions.

00:49:06 Unlimited batch sizes, daily communication allowed, they're tagged as hot immediately.

00:49:11 Um, if they get a high value action, okay?

00:49:15 So they, they're defined as super fans.

00:49:17 They have an engagement score of over 300.

00:49:20 They have high trust in you.

00:49:23 You still can't take that for granted.

00:49:25 The risk level is zero.

00:49:26 So they have passed every single test to tell Google and Yahoo and Outlook and Microsoft and dah dah, that they know you, they like you, they want to hear from you, and they're engaging with you.

00:49:40 There is no risk aside them just you offending them in their reporting spam.

00:49:46 But the automated, the filtering, the behavioral analysis risk is zero.

00:49:52 And now our goal is to maximize the revenue.

Monitoring Spam and ISP Trust

00:49:57 How do you know when an email gets reported as spam? Robert? Excellent question.

00:50:01 Your CRM. Every CRM, if someone clicks the spam button, report a spam that reports inside the CRM that they reported you a spam, you can get spam reports daily to see how many people have and who did.

00:50:13 Um, I like to see what caused it.

00:50:17 What did I say to someone to make them say I'm spam out of nowhere?

00:50:21 I've had people that have been on my list for years that, you know, I thought we were besties.

00:50:27 It happens sometimes. Uh, but no, it is a report that you have access to in the back end of any CRM, including the micro reach, mastery c rm, uh, you keep mentioning Yahoo, Gmail, et cetera.

00:50:38 Most businesses have their own domains. We will be emailing. How is that different, Carl? It's not.

00:50:42 I just, I'm using that as a general, um, internet service provider.

00:50:48 The the email tool, the email railroad tracks that your message rides on that gets filtered and, um, evaluated by the domains.

00:50:59 What do you do when you get a spam complaint? Uh, nothing. They are opted out automatically and you just don't ever talk to them ever again.

00:51:11 And try to do better.

00:51:13 Alright, so hot zero risk. These are your safest contacts.

00:51:16 The spam risk is negligible.

00:51:18 The ISP trust is maximum and ISP, that's what I'm talking about.

00:51:22 I've been saying Google, Yahoo Outlook.

00:51:24 It does include those domain servers that are handled by, um, private corporations and you've got freedom to experiment.

Hot Strategy and Revenue Engine

00:51:39 So a hot strategy, uh, unlimited batches, trust removes the ceiling.

00:51:42 You can send a thousand or a hundred thousand contacts per day.

00:51:45 I don't recommend two mini emails to all of those contacts.

00:51:49 You can still overwhelm someone.

00:51:50 Uh, the logic is high engagement proves to the ISPs that you are wanted.

00:51:55 They want what you are sending.

00:51:56 They're reading, they're engaging, they like it, they're not complaining.

00:52:00 They're happy. Um, and the goal is to maximize and reach revenue.

00:52:04 Um, we've talked a lot about building relationships and building trust, but we all know the bottom line, you want them to buy something from you.

00:52:11 That's what we're here for, right?

00:52:13 So the frequency is a daily communication and frequency actually can work for you.

00:52:18 Now, it builds familiarity. You can build a rapport.

00:52:22 Um, the concept of newsletters really, uh, relies on this.

00:52:26 You are a consistent presence and authority in their life.

00:52:31 Um, they get used to seeing you. Um, they want to hear from you.

00:52:38 They look forward to your emails, they search you out.

00:52:40 Maybe they put you on safe sender.

00:52:41 Maybe they sort you into a folder that they check first over their coffee.

00:52:45 Consistency equals revenue.

00:52:49 If they're consistently reading your emails, you have a better chance of, uh, getting to that decision point.

Permission to Pitch

00:52:56 Um, direct sales. So now you've got the permission to pitch.

00:53:00 Now you can do direct offers.

00:53:01 You can be more blatant in your program.

00:53:03 Um, joined the program today, my eyes were reading.

00:53:06 You have, um, more opportunity to be direct with your offer.

00:53:10 You can get right to the point, right?

00:53:12 Because you're not doing it every single email, but on the emails you do, you can get straight to the point clear pricing.

00:53:17 You don't need to hide the cost.

00:53:18 You don't have a buy button. You don't have to do the PS Colombo method.

00:53:21 You don't have to do a hidden hyperlink.

00:53:24 You can be straight up, this is gonna be \$47, but this is, but you trust me.

00:53:29 You know, I know what I'm talking about.

00:53:31 I'm an authority to you and I've explained to you how this is gonna help you.

00:53:34 Now it's 47 bucks. Uh, and the urgency you can say, but I'm only gonna work with one roofer in Atlanta.

00:53:42 This is an exclusive opportunity because I give all of my time and attention to my one client in a city so that I do not endorse, um, infighting and competition.

00:53:53 But if you don't take this in the next 24 hours, I will offer it to your competitor, right?

00:53:57 So scarcity.

VIP Exclusivity and High Touch

00:54:04 Uh, hot tactic number two VIP exclusivity.

00:54:06 So you, um, you can offer VIP access, early access, exclusive webinars, direct access to the founder, and you make them feel like insiders, they have earned a higher tier of, um, membership with you.

00:54:20 You are treating them differently.

00:54:22 You know that they have earned this. Let them know they're special.

00:54:23 They are the VIPs. They do get special treatment. It's accurate.

00:54:30 You are treating them special.

00:54:32 Um, and you can reward each other in this relationship.

00:54:36 Hot tactic three, high touch personalization.

00:54:39 Here's where you can get more and more, um, specific, um, personalized video one-on-one communication.

00:54:47 Dynamic content blocks.

00:54:48 So this is where you take merge information to the next level.

00:54:51 Direct access. Um, share a phone number.

00:54:54 It doesn't have to be your actual real cell phone number.

00:54:56 Get a Google Voice number, but it goes to an answering service or a voicemail.

00:55:01 That sounds personal, right?

00:55:04 Create a support email address that's not your primary email address, but say, Hey, this is an email address where you can reach me and, and then manage it.

00:55:13 You can have a VA help you, but do reward that loyalty and that engagement with you give back, it will pay dividends.

Hot Workflow and Encouraging Activities

00:55:23 So the hot workflow, right?

00:55:25 So you launch your hot nurture, right?

00:55:28 You keep emailing 'em. That's what that means.

00:55:30 A hot nurture means they're hot, you're emailing them every day or once every couple of days.

00:55:35 Uh, you're giving, but you're also able to take a little bit more.

00:55:38 You're able to ask a little bit more, but you're emailing them regularly as long as they maintain their engagement, right?

00:55:46 You want to encourage high, um, scoring activity.

00:55:52 So offer things that score high so that they can take it or leave it, right?

00:55:57 Um, all of the opens and all of the clicks do build up so they can maintain that 300 point ranking.

00:56:04 Um, but why would you not be trying to sell 'em and try to get 'em on a webinar and sending your offer to Brian's, um, exclusive offer that's coming out in January and seeing that they fill out the, uh, lead capture form and then tracking to see if they bought in, right?

00:56:22 Absolutely.

00:56:24 And but if they fall off, right, say they bought something and then never opened an email, they could fall off.

00:56:29 They could go back to warm.

00:56:31 That's why it's so important when someone buys, I mean, you've heard me here on this call today.

00:56:36 How many times have I asked you, did you get your welcome email?

00:56:40 Did you access your product?

00:56:41 I build confidence with you helping make sure that you get your money's worth.

00:56:46 And that includes making sure that you get the support and service to access your product.

00:56:50 If you're here and you didn't even get your course, I have, I'm failing you, right?

00:56:56 So I'm encouraging those activities, right?

00:56:59 That's my, I'm nurturing you as we speak right now.

00:57:02 So again, if you haven't received your welcome email, please reach out to get support, do biz www dot get support.

00:57:08 Do biz help me help you get into the course.

00:57:13 When we buy a new domain, do we have to have a webpage too?

00:57:21 No, you absolutely do not have to have a webpage for every domain.

Hot Value: The Revenue Engine

00:57:27 So the hot value, the revenue engine, a small list can have massive impact.

00:57:34 You don't have to have a hundred thousand or 500,000 or a million hot emails.

00:57:40 You could have a hundred to start.

00:57:43 You will have a hundred to start and it'll grow.

00:57:46 But you can have impact when you nurture your hot list correctly with a killer offer that sells itself or a team behind you that supports you and takes care of the hard part, like calling them in closing a small list can have a huge impact.

00:58:04 Our goal here is to start small and help you grow.

00:58:09 Um, honestly, if you were on one of the webinars last week and you had 50,000 hot contacts that were buying \$5,000 products from you every week, you probably wouldn't have been interested in this course, right?

00:58:25 I think we're all here because we're all at the same point where we need to find a way to work with the system completely compliantly, right?

00:58:37 And create a valid hot list of marketable contacts so that we can build a sustainable business making money online, right?

00:58:47 Is that where everybody is? Are we all on the same page?

00:58:50 We all have the same goal because my goal is to help get you there.

00:58:55 I did it with Brian, and if you let me, I will do it with you.

Advanced Personalization at Scale

01:00:03 Advanced personalization at scale, what does that mean?

01:00:04 We're we're gonna go beyond high, high name.

01:00:09 Um, this can, you can go as far as with this as you want.

01:00:16 How much time you have can contribute and determine how far you go with this.

01:00:22 You've got a list, let's say, of those 7,500 folks, you clean it and it comes down to 6,000, right?

01:00:29 That's still a lot. Um, what can you do?

01:00:33 Let's just start with the first hundred.

01:00:35 You can only send a a hundred in a campaign at a time.

01:00:38 So pick a hundred. If you've got the time, you've got all of their contact information, right?

01:00:44 You've got the business name, the website, the Facebook page, the phone number, the mailing address, the LinkedIn.

00:59:52 You can do a deep dive.

00:59:55 You can click on the link and go to their webpage and learn about them.

00:59:58 You can click on their Facebook page and check out their business page.

01:00:02 You can click on the link and go to their LinkedIn.

01:00:04 You can learn about them.

01:00:06 You can find out the first and last name of the CEO of the company.

01:00:08 You can find that. So you can take that cold list, that's pretty darn extensive, and you can make it even better.

01:00:16 Okay? So that's a cold list.

01:00:17 What happens if you don't do that and you just, you know, you just start your list, da da da dah, and you build up a hundred hot.

01:00:23 Now you really can take it up a notch.

01:00:26 Take that a hundred hot while your cold list are still churning up and people are going through the engagement amplifier and they're coming up through the flows and boom, they're hot.

01:00:38 Look more into them, right?

01:00:41 Everything you know about a business can go into a data slot and be part of a merge field so that you can talk to a business about it.

01:00:50 So if you have a hundred on a spreadsheet and you have a column for likes the beach, I don't know, and you just check out the hundred profiles and you figure out, yes, they like the beach.

01:01:03 No, they like the beach. They don't, you know, beach versus skiing, right?

01:01:07 You could then segment your list and write to the folks who love the beach from the perspective.

01:01:15 I'm not saying, Hey, I saw that you like the beach.

01:01:16 I'm saying your pictures in your emails could be of the beach.

01:01:21 You could talk about a laptop, laptop lifestyle, um, on affiliate products with a picture of someone on the beach, okay?

01:01:29 But for the folks that like to ski, be at a chalet, right?

01:01:35 You can micro target your messaging with dynamic content.

Email Creation and Spam Triggers

01:01:42 Does your system check the emails you create to let you know what could trigger spam?

01:01:46 Robert? Fantastic question. Not a built-in tool.

01:01:50 I do recommend that you run it through the AI of your choice.

01:01:53 Uh, we briefly talked about this and we will talk about it more on, um, future sessions.

01:01:59 I like to let AI give me a prompt, or I'm sorry, I give it a prompt and it gives me a draft.

01:02:04 I take that email and I make it completely my own.

01:02:07 Like I let it inspire me that I run it through that same AI again and say, Hey, this is the version I have written.

01:02:14 Will this trigger spam?

01:02:16 What do you suggest on how I can make this better?

01:02:18 And is my grammar and spelling correct?

01:02:20 Yeah, I just wanna look professional.

01:02:22 Uh, what's the best market to work with, Derek?

01:02:24 It depends on what you're selling. Honestly.

01:02:27 There is no best market.

01:02:29 Um, there's only the market that fits and has a demand for what you're offering.

Behavioral Triggers and Cart Abandonment

01:02:38 Advanced. So behavioral triggers, cart abandonment.

01:02:42 We can help you, um, learn how to build this in the micro reach mastery.

01:02:47 CRM. There is a cart system and it does track if someone goes there and doesn't buy.

01:02:53 This is an, a beha, an advanced behavioral trigger, right?

01:02:57 We can assign a rank a score for someone who goes to a cart, but leaves, we can trigger an email if they go to the cart and don't buy that follows up.

01:03:11 Don't wait for the next scheduled batch.

01:03:12 It will go in real time. Strike while intent is high.

01:03:16 So a cart abandonment is, uh, an example, a page visit, a link click that is an advanced tactic.

01:03:24 If someone clicks an email link immediately send them another email that responds to the click.

01:03:32 It's advanced tactics, but they work, they have to be used sparingly.

01:03:39 'cause you can overwhelm folks, but that is an advanced behavioral trigger.

Optimization and Data-Driven Decisions

01:03:44 Uh, monitoring and optimization.

01:03:46 So data-driven decisions, okay?

01:03:50 You can only make good decisions when you have data and you're evaluating it.

01:03:55 And you can only have data if you can measure, right?

01:03:59 So track segment movement, cold, warm, hot.

01:04:02 How are you trending?

01:04:06 Are you moving in the right direction?

01:04:06 Is your hot list growing or did your hot list shrink this month because people fell back to warm?

01:04:12 Let's make adjustments. Okay?

01:04:15 Monitor your decay rate, your activity intensity.

01:04:19 Um, the, and this is about the scores that your contacts are getting, right?

01:04:24 Again, if it shrinks from hot to warm, they're losing their engagement.

01:04:27 What did we do? Did a lot of warm folks drop down to cold?

01:04:32 So we didn't do a good job making warm come to hot or even keeping them warm, right?

01:04:37 You've got the data so that you can make the adjustments.

01:04:40 And the best thing I love is split test results.

01:04:48 Not splitting like the beach versus the, um, ski chalet example that was targeting, um, by interest split testing is seeing what works best.

01:04:57 Like the same exact email with two drastically different subject lines.

01:05:01 Which one gets the most opens and clicks? Okay? Boom.

01:05:04 Then we know which email we're doing.

01:05:06 So if you've got 10,000 hot folks, you do a split test with 150, get this email with this subject line and 50, get the same email.

01:05:18 Everything's exactly the same except a drastically different subject line.

01:05:22 Those hundred get the email in whichever subject line results in the most opens and clicks.

01:05:29 Then you send the email with that subject line to all 900 others.

01:05:35 That's split testing. It's an advanced tactic that we will, we can get into further.

01:05:41 Uh, Craig, yes, you can split your list up.

Affiliate Marketing and Lead Capture

01:05:47 Uh, Tim says, this is much better than my current CRM.

01:05:50 Well, thank you.

01:05:50 I worked very, very hard to make sure that it had everything I wanted.

01:05:55 Um, I did, I did like a, a wishlist, a shopping list of exactly what I wanted and there wasn't one on the market that would do it, so I built it.

01:06:05 How, uh, can you do an email to an affiliate product if they abandon a cart?

01:06:09 Um, Jeff, that's an interesting question.

01:06:12 No, because, uh, affiliate marketers won't alert you who referred the deal to the cart to trigger an email.

01:06:25 Okay, I get what you're saying.

01:06:27 So just asking, if I'm an affiliate and I just have a link that goes to someone else's cart, how do I know if they abandoned cart in this use case, Jeff, I will say, you know, that they clicked your link and you know that they didn't buy.

01:06:43 Okay? So you have information, you know, they didn't buy because you know who your buyers are, right?

01:06:48 Your JV communicates to people who bought through your link.

01:06:51 You can still take action.

01:06:54 You clicked, you see that they clicked, you wait a day, you don't get noticed that they bought.

01:06:59 You can follow up with them. You can do that.

01:07:02 Another way is, um, with any product that Brian builds, when you are referring leads, they have to fill out a lead capture form.

01:07:13 It's not a sales page, right?

01:07:15 Because our pro team is calling them to close the deal, okay?

01:07:21 You will have a ledger that shows everyone who opted in on the form.

01:07:27 It will be a, a manual process either typing it in, um, like referencing your list to see if you, they're on your list, click your link and opt it in in the, in the product.

01:07:40 Um, I am angling for a CSV export so that you would be able to just upload the list and tag everybody who's in your product dashboard as a, um, as a lead.

01:07:53 There are ways to manually push what you're trying to do as an affiliate seller.

01:07:58 The cart abandonment tool is available when you are using selling your own product within your micro reach mastery.

01:08:06 CRM, you can put in a product, you can build a sales page and you can build workflows that allow you to sell directly to people and, um, do the card abandonment.

Goal: 100% Engagement

01:08:18 Make sense? All right. Ultimate goal, a hundred percent engagement.

01:08:24 Obviously you want everybody on your list to be engaged.

01:08:27 Every contact is active, every email's anticipated. Zero waste. Everybody loves you.

01:08:32 So this is my last slide, everybody.

01:08:35 Your next steps, um, audit your list.

01:08:39 So take your list that you, either you have your own list or you've gotten a list from Micro Reach Mastery.

01:08:45 Um, use the email validator.

01:09:17 I'll find it and I'll put it in the course. Sorry.

01:09:23 Okay, so audit your list. Um, get it loaded.

01:09:24 We've built the workflows for you.

01:09:26 If you opted for the bundle or the engagement amplifier upgrade, it's already there.

01:09:32 All of the campaigns are already there.

01:09:33 All of these workflows are already there.

01:09:35 It's already working for you.

Launch and Overcoming Paralysis

01:09:37 Launch a cold segment, send a, send 50 emails.

01:09:40 Just jump in, do it.

01:09:43 If you wanna wait for Brian's nuclear niche nuclear offer, that's totally fine, but if you're ready to get in and just start doing something now, now is when right.

01:09:57 Analysis paralysis can really, it can trip you up.

01:10:01 I think you're excited about it.

01:10:02 Now we've got hundreds of people that have stayed with me for four and a half, or I'm sorry, two and a half hours.

01:10:07 Now. I can feel that you're excited about this.

01:10:10 I can feel that you see it how this is different than just all those other email programs.

01:10:17 Even if you don't go anywhere with the 50 emails that you start today, just getting the hang of it, like taking your bike out with training wheels.

01:10:27 Uh, just, just try and then just see how it works.

01:10:30 Poke around, see how um, the opens track and see how the reporting works and see how the, you can see when people opened or if they replied and you can reply back to them and you can see that conversations in the contact list.

01:10:46 Um, just familiarize yourself with them.

01:10:49 Uh, it's not a waste if you're learning, right?

Offer Content and Support

01:10:55 If perspective is earned, if we start now, we would need to have something to offer.

01:11:00 Yep, that's true. Ladon, all of the email content that was preloaded for you is offering local business, um, marketing, local local marketing for businesses.

01:11:12 Uh, you could offer that those emails are there.

01:11:15 Um, and again, I don't endorse not having anything to say if someone replies.

01:11:23 Um, but if you send those emails out to just 50 folks, if you get a bite, send me a ticket.

01:11:31 I'll help you figure out fulfillment even if we buy the lead from you.

01:11:35 Um, but just to get it started, there are email campaigns.

01:11:39 I think there's actually 189 emails.

01:11:41 I think there's 20 campaigns.

01:11:43 When Rose told me that she loaded them all, I was like, we, we sold a hundred emails.

01:11:46 Whatcha talking about 189 emails?

01:11:47 She's like, some of the campaigns were longer.

01:11:50 I was like, okay. So I think you've got 189 emails back there.

01:11:54 Um, pick a campaign, send it to 50 folks.

01:11:57 If you get in a pickle where you've got somebody who's trying to buy from you, what a great problem to have.

01:12:03 Come to get support. Do biz.

01:12:05 I will personally help you turn them into a customer or buy the lead from you.

01:12:09 We will, we will work it out, but it's worth it to just, um, get your feet wet after filling out the form for the CRM.

CRM Access and Account Creation

01:12:16 When do we get access? Derek, thank you for this question. It is a great one.

01:12:18 It is a manual process for us to create each of your accounts and upload all of the infrastructure that I've talked to you about today.

01:12:26 We're doing it on a first come first serve basis.

01:12:30 Um, so check your email. It might already be done.

01:12:34 Uh, I got report this morning that all of the requests had been completed overnight.

01:12:39 Uh, I'm not, I can't say I'm a hundred percent sure that that includes all the workflows being loaded or if it was just the, the CRM being created.

01:12:48 But do check your email for an update. It will come to you.

01:12:51 Um, we're turning them around in about 48 hours, so, uh, check your email if you don't already have one.

01:12:57 You can sit in a support ticket for status or I would actually prefer if you would reply to the confirmation that you, um, you got a confirmation when you submitted your request.

01:13:06 If we could just keep it in that thread.

01:13:08 Uh, the last thing we need is each person here having four or five open tickets.

01:13:11 It just makes things confusing.

01:13:13 Um, we wanna take great care of you and be, uh, efficient with taking care of you.

01:13:17 So keeping everything together is great.

Campaigns and Nurturing

01:13:20 So there are campaigns already in the system to use Bill.

01:13:22 Yes. Yes. 20 campaigns.

01:13:26 Uh, 189 emails total. They are all multi-touch campaigns.

01:13:31 Um, we don't, um, spray and spray and pray.

01:13:37 We do multi-touch, right?

01:13:38 So every campaign has between three and seven emails that go out, uh, daily.

01:13:42 So if you start today and it's a five touch email, it would be Monday, Tuesday, Wednesday, Thursday, Friday.

01:13:47 Um, but yes, those campaigns are ready for you.

01:13:53 Steven says thank you very much for the great overview of the micro Reach mastery portal.

01:13:57 I'm looking forward to using it. Have a super nice evening and we'll meeting again tomorrow.

01:14:01 Yes, Steven, I think Steven's wrapping up for us.

Wrap-Up and Technical Support

01:14:04 That is true in my spirit of no question left unanswered, I don't know if I can honor that today.

01:14:09 We still have hundreds of people on and there are lots of questions I do commit to, um, coming back here tomorrow and, um, doing it all again.

01:14:19 We've got the get support do biz for all of your technical needs.

01:14:23 Um, what we're not able to do at getsupport.biz is like personal coaching.

01:14:27 Um, everybody who bought the bundle or you bought the small group upgrade or maybe you bought the one-on-one hour with me.

01:14:34 Um, do make sure you've booked your time because those are going to be small classes, small groups.

01:14:43 So we're able to really talk to each other with hundreds of folks on.

01:14:47 I I literally, the questions are going by so fast, I can't even read them sometimes.

01:14:51 So I am doing my best, but make sure you book your small group.

01:15:00 When do we learn what Brian's offer will be? By the end of January, Brian will have released his NDAs and only after you have signed your NDA will you be inducted into the group.

01:15:11 That will be where all will be revealed.

01:15:14 How many campaigns can be run at a time? Nicola 100 emails per day in your, uh, micro reach mastery CR M1 sender address one campaign at a time, maximum one email per day.

01:15:30 So that is to keep the rails and the guideposts.

01:15:34 What are those things when you bowl and it fills up the gutters so people can't go off the rails.

01:15:39 Uh, these are parameters put in place for your cold lists to, um, to help ensure that your reputation score does not falter.

01:15:50 Um, we will study the leftover questions tonight, Kathleen. We'll do our best.

01:15:57 I might, I might run it through AI and build an FAQ document.

Final Session Thoughts and Farewells

01:16:02 George, thank you very much. He says, I'm a great teacher, I really appreciate it.

01:16:05 Um, I get a lot of fulfillment in my soul for helping folks.

01:16:12 Um, I know there's a lot of snake oil out there and even more snake oil salesmen and um, I'm, I would never name names or throw shade at anybody, but I will tell you I'm proud every day to get up and help people and work for Brian.

01:16:26 'cause I know we are not in that category.

01:16:29 All the folks that we worked with closely on this launch, um, the Josh, the Chad, the Luke, um, Todd Karthik, Igor, um, we know and respect them and we know, um, that they know we'll take care of their, uh, people.

01:16:45 They've trusted us, they endorsed us to you.

01:16:50 And I have a reputation to uphold, uh, to honor that.

01:16:53 Um, so I take a lot of pride in, um, sharing hard earned knowledge because it doesn't mean no good to gatekeeper, right?

01:17:02 If I can help you, if I can make your lives better, if I can help make you more successful, that means I did something good in this world, right?

01:17:08 Did the 4 97 from Luke include the small group? Yes. Marty It did.

01:17:11 And you got an email with a link to sign up for your session.

01:17:17 So there is a email from Micro Reach Mastery, uh, the same email address where you got your welcome email that has, it's a different email but the same like from sender that has a link to book your session.

01:17:32 When should we see the NDA by the end of January is a small group in the OTO number two.

01:17:36 Yes. That was OT O2 gutter guards are what we call and bumpers.

01:17:40 That's correct. So I've got the bumpers up on the micro reach mastery CRM to make sure we protect your senders score.

01:17:47 Do you guys sell additional email lists? Jack?

01:17:50 We will be talking about how to obtain additional lists cultivated for your specifications.

01:17:56 Um, either tomorrow or I believe it's Wednesday, we do have a solution for you.

Scaling and Advanced Account Options

01:18:05 Is it possible to down those parameters here please? Ladon? Ah, no we can't.

01:18:05 If you want to, um, eventually you wanna upgrade your account with go high level from the micro reach mastery CRM, we will teach you how to upgrade it directly with go high level, right?

01:18:18 And, and retain everything we've built. It is a process.

01:18:21 It does cost money 'cause you're paying go high level.

01:18:24 Um, but I'm not encouraging that now. I would love for you to crawl before you walk before you run.

01:18:30 So let's get through these three training sessions.

01:18:33 Um, thanks Bill.

01:18:34 Bill said he had a fun, it was fun to listen to me.

01:18:38 I had a great time. Same link for tomorrow. Yes. Same time tomorrow. Yes.

01:18:41 2:00 PM Eastern tomorrow. Same link.

01:18:44 Um, I'm glad you liked the training. Anthony, can you have access to the slides?

01:18:49 We will have this video published.

01:18:53 Uh, we have the worksheet that I gave you. We'll have a transcript.

01:18:59 Um, I think I can share the slides. Yeah. Yeah, I'll share the slides.

01:19:02 I can make 'em a PDF, right? Sure, sure.

Testing and List Loading Challenge

01:19:15 Yes. Everybody said I'm gonna get to work loading my first small test.

01:19:18 Fantastic. Terry, I challenge everyone if nothing else, clean your list and just test out loading a hundred names.

01:19:25 Maybe if you don't send an email yet, that's okay.

01:19:28 I know it feels like a big jump.

01:19:29 It's, I promise it's not, but I know it feels that way.

01:19:32 Um, you've got 7,500 or 5,000 lists. You can spend 50 on a little test. It'll be okay.

01:19:40 Um, oh, in London. Got a little lost with the time. So we are on the same time tomorrow and Wednesday. Yes, Johann. Yes.

01:19:48 Uh, does the, when does the small OTO2 group start next week?

01:19:52 I am booked up with you guys every afternoon this week, so I couldn't do small groups this week, but the one-on-ones with me, an hour with me.

01:19:59 And then the, um, the small groups, which, you know, I'm a yapper and they might go long, but they'll, um, they're booked for an hour, uh, they start the next week.

01:20:09 Um, what percentage of the 7,500 email addresses usually come back as invalid, Michael, because they are all different industries, all niches, all over the literal globe.

01:20:20 I can't give you an answer on that. It could just be whatever.

01:20:21 If you have a real paltry, abysmal result, email me back. I'll give you some more names. It's fine.

01:20:28 Uh, a challenging webinar, but I'll be back tomorrow. Alistair, I know it's a lot, but, uh, I wanna make sure you get your money's worth and I train you up really good.

01:20:37 So we'll have the recording for you to review.

01:20:44 I already answered brand new domain. Is it okay to use a brand new domain bot today? Yes.

01:20:48 That's the point of micro reach mastery. You can start from absolute zero, brand new start today and we can get it going.

01:20:55 Uh, how do we clean our list? Uh, that's where you go to an email verification checker online. Just Google email verification.

01:21:01 Uh, I do not believe that the more expensive ones are any better than the cheap ones.

01:21:06 I use a cheap one and I will, I don't know what the link is for it. I'll put it in the course with this replay.

Q&A for Stayers

01:21:16 Um, Martin says, I appreciate your yapping and you guys, honestly, I'm just gonna do q and a for as long as I possibly can.

01:21:23 You guys don't have to stay. It will be on the recording. It will be on the transcript.

01:21:27 If you have questions, stay ask me. I'm gonna do my best to answer them all.

01:21:33 But we have wrapped the official training.

01:21:35 Thank you so much for hanging with me through all of it and ask, asking incredibly smart, great questions the whole way through.

01:21:40 Alright. Is it more advantageous to buy an aged domain, Dan?

01:21:45 Um, that's a double-edged sword.

01:21:47 What if they have a bad reputation?

01:21:48 Um, I would say if you're willing to do the research to investigate the history of that domain and its reputation, you could, you could.

01:21:57 I've never seen the need for it. I, I like to build my own.

01:22:01 Um, we finally found real people who are passionate about helping us to get something real going, wasted a lot of money with other so-called Gus Bill.

01:22:08 Oh my gosh. Well, thank you.

01:22:13 It took me about halfway through that sentence to figure out. You were talking about me and Brian.

01:22:17 I was reading it with a question in donation. Thank you.

01:22:19 That really does mean a lot that you feel that way already.

01:22:22 Um, is it a problem to refill out the form for the CRM Derek?

01:22:26 No. Go for it. It's totally fine.

01:22:28 If we have any questions about which one was the one you wanted us to use, we will just write, write you back.

01:22:33 Um, I would like it if not everybody did that because we are trying to get through all of the setups to get everybody where they're up and able to get to work.

01:22:43 Um, but yeah, if you made a, if you made a goof or you wanna start over, it's totally fine.

Choosing and Protecting Your Primary Domain

01:22:46 Um, is my personal domain good?

01:22:49 Um, William, I'm not gonna say it because I don't want you to get bum brushed with it, but um, yeah, if that's how you want to represent your agency, your business, et cetera, um, first name, last name.com is a incredible way to go.

01:23:05 Um, if that is gonna be your agency where you actually run your business off of where your website's gonna be, for example, I would buy it, yes.

01:23:14 But then I would also buy first name, last name, info, et cetera, something else for your cold email efforts so that your hot emails can come from.com.

01:23:24 Your cold emails can come from an alternate domain where heaven forbid if if something irrevocable happens, you didn't burn your primary url, right?

01:23:38 Can't seem to find that small group email. Marty, send me a ticket at Get support. Do is, let me hook you up.

01:23:45 If people don't know you and might be afraid to click on your link, is it better to have people go to say a trusted site like a YouTube video?

01:23:52 That's a great, great concept, Jeff.

01:23:56 Um, definitely something if you have a YouTube channel that is established, if you want to make YouTube videos, that is a very clever methodology because we're not teaching folks to make YouTube channels.

01:24:09 I can't endorse that as like an official Yes.

01:24:14 Um, but no, I I like that a lot for sure.

Receiving Course Emails and Upsells

01:24:18 Uh, is there a list of emails that we should have already received?

01:24:21 Uh, Christopher it really depends on what you bought.

01:24:24 So you should have gotten an email welcoming you to micro reach mastery with a link, a link to click that sets your password to the micro reach mastery.com portal.

01:24:35 Okay. If you bought any upsells, there would be an email for each upsell confirming it individually with information about that upsell and the emails for these calls, the go to webinar confirmation emails.

01:24:49 That's what you should have seen so far.

01:24:51 If you're missing any of that, please go to get support.biz and let us help you.

01:24:56 You got the bundle. Okay. You should have gotten one for each of those.

01:25:00 Uh, is this just for biz to biz or can I build a list to target grandparents for my new product income?

01:25:04 Yeah, absolutely. Jennifer. Business to consumer is absolutely legal.

01:25:09 You have to comply with CAN spam, which means if they tell you to stop talking to them, stop talking to them immediately.

01:25:15 You have to represent yourself accurately and truthfully in your, um, your contact information.

01:25:22 Right. And, um, don't, uh, proactively don't send, uh, unsolicited like risque, you know, you know what I'm saying?

01:25:34 Right? Um, yeah, but the opt out and the representing yourself transparently and accurately in the, like the footer, those are the keys.

01:25:44 But yeah, you can, you can email to consumers directly. Humans.

01:25:49 Um, what about not using our own personal address in the email a way around this?

01:25:53 Um, do you mean how in the footer you don't wanna put your home address in the, in the business footer, you have to use a address that represents you, you can obtain, uh, virtual mailboxes.

B2B vs. BizOps List

01:26:04 Yep. The most real webinars I've been, oh Bill, thank you.

01:26:08 Sorry if you already answered this. Please describe the difference between B2B and biz op business to business is you are a business and you are selling something to a business.

01:26:17 So as a business, Carl, you would be emailing other businesses like roofers or HVC companies, that's B2B business to business.

01:26:31 A BizOps is a person a business, you, um, selling a business opportunity to people who like to buy affiliate marketing products, right?

01:26:43 It's more of a consumer based list, but I can't tell you like these are consumers who are over the age of 65 and like to play golf.

01:26:52 They are just people who have participated in biz op business opportunities, uh, in the past.

01:27:00 It is a, um, it is a cultivated list of people who are interested in business opportunities.

01:27:06 So it's like if you're selling JV Z products, that's the way to go.

01:27:10 Um, how would we get emails to non-business consumers?

01:27:12 George, you would need to obtain, buy, scrape, generate that list yourself.

01:27:17 I don't have a source for it, but I like to say that business owners are consumers and so don't limit yourself.

Local Marketing Success

01:27:23 Um, is this local marketing the best way to go?

01:27:26 Uh, that's where we found the most success.

01:27:28 And when I say local marketing, we have marketed to local businesses services.

01:27:33 So the ERTC was a service where we helped local businesses secure their employee retention tax credit and they paid us for it for the service and it was great.

01:27:44 So it's not just local marketing as in, uh, sell somebody SEO, right?

01:27:50 Um, we have had the most success in working directly with local businesses.

01:27:55 So we can use a PO box. Yes, yes, yes, yes.

01:27:57 Uh, you have one with my business name? Nope, that's perfect, Kathleen. Perfect.

01:28:01 Can we grow a warm to hot list from YouTube organic reach?

01:28:04 That is what I'm good at YouTube for Brian's officer Brian's offer. Yeah, sure, William.

01:28:10 Absolutely, absolutely.

01:28:10 I never wanna limit you, I never wanna tell you that you can't do something if you've got a great idea.

01:28:15 Heck yeah, let's go.

01:28:18 Um, I'm in the business of finding a way to tell you. Yes. Let's, let's find a way to make it work. I love it.

01:28:25 You're very welcome.

Farewell and Final Reminders

01:28:27 All right, so my questions are slowing down. We're coming up at five o'clock. That's my clock out time.

01:28:31 Um, can you give a link to the email list request form, Craig?

01:28:35 No, I cannot. It is inside your micro reach mastery.com course.

01:28:40 Um, so you'll have to log in there. It's module two.

01:28:43 There's instructions on how to request that list, and then there's the form to request that list.

01:28:47 So if someone who has opted in through my online form considered a warm or hot lead, if they opted in, they're hot.

01:28:55 They are hot. Jeff, hot, hot, hot.

01:29:02 Everybody, I wanna thank you so much for your time and your attention and your trust.

01:29:06 Um, I am about to wrap it up and it is two o'clock tomorrow, 2:00 PM Eastern tomorrow.

01:29:12 Um, like I said, I will run these questions through AI and build a FAQ and I will share it out.

01:29:20 I will get you the link to the email verifier.

01:29:23 Um, tomorrow's gonna be another great session.

01:29:25 Uh, I promised Brian that I would try to keep this two hours.

01:29:30 I'm sorry it took three. I hope you had as good a time as I did and maybe we'll do it again like this tomorrow.

01:29:37 Um, I don't ever wanna hold back from you. I wanna, yeah, I'm here to help.

01:29:43 That's, that's my purpose. That's my mission.

01:29:43 I graduated two kids from high school. They're both in college.

01:29:46 I, I got a lot of, of nurturing and, and sharing to give, and you guys get the benefit of all of my empty nesting.

01:29:55 So I hope you have a great, great night.

01:29:58 I've had a great time.

01:30:01 Um, this stuff is just fun for me and I love to work with folks who are excited about it too.

01:30:03 So thank you. Um, hope you have a great day, great evening, and we're we'll see you tomorrow.

01:30:08 Thanks so much. Bye.