

Coupon (Craziness) Model Explained... (and a LOT more)

As with each and every module presented any of them can revolutionize **everything** in your company, dramatically rocket your income and change your *life* - regardless of your situation right now - if you don't **take action**, don't give yourself credit for the reasons... fix them!
Take part in the **community** - don't be passive, get yourself out there, make friends, share, partner, ask questions, support - follow through on the promises that you made to be here.
I really mean that, I appreciate all the great feedback and I know everybody's has committed to keep up with your payments - which I appreciate (Thank You) - but **please** don't think that's all that is expected of you; there is a community relying on YOU for input.
Help... and be helped.

End of lecture.

Let's get started.

Rundown - in one sentence here's what we'll be covering:

Arranging for target companies to increase transactions and/or profitability by connecting their offer/s to a consumer segment; getting their "ad" to a group of people and getting paid for it.

Details:

This is so easy and universally you might be tempted to blow this off - That'd be a mistake... a huge one.

When we're done here -

If I had to start over this would be one of the things I start with, you'll see why
You'll see how to put together deals in a single day that can pay you for years to come
Want to start a business, buy an existing one, just pull money out of thin air - this section'll show you how to get started today
This will also make you smarter
This is how to get companies eating out of the palm of your hand and building a list anywhere you want, in any industry you want - immediately and for FREE (also how to grow your company overnight)
You can start everything from scratch - with NO money, contacts, credit, etc.
This is seriously Bada**

Breakdown of the Coupon Model (needs a better name)

Think of JVs and CPAs combined

You are taking an "offer" from one company and introducing it to a consumer segment

Usually this consumer is another company's clients

You will also likely switch and make Company Two's offer available to Company One's clients

The better you track numbers and determine Transaction Metrics, the easier this will be

When you are done you will be giving something away and getting paid

The possibilities are only limited by imagination and ambition

Transaction Metrics

How much does a lead cost?

How much does a client cost?

Simple enough right? You've all heard this before. (I'm not asking)

Well... *almost nobody on Earth does it* -

Before you think that you do, wait a second...

This helps determine your introduction and completion numbers.

The better these numbers are tracked - the better the company (EMPIRE) you are building - this is THE BIG SECRET - example...

Smart:

"We make \$100/sale, and we need three leads for a client."

"If we convert at \$33 (approx.) per leads then if we pay \$16.50 per leads we'll double our money."

Smarter:

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"If we convert at \$33 (approx.) per leads then if we pay \$16.50 per leads we'll double our money."

"But... we also make \$100 over the next 90 days per client, so if we pay \$16.50 or even \$33 per lead we'll still double our money."

Much, Much Smarter (Bad**)

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"But... we also make \$100 over the next 90 days per client, so if we pay \$16.50 or even \$33 per lead we'll still double our money."

BUT -

"Since all these bozos are paying around \$16 - \$33, if we pay \$100 we'll be prioritized with all relevant players, we'll more than double our money - and although it'll take more time, we'll make up for it *tenfold* by the volume of business."

It is this thinking that takes people from five sales a month, to five sales a week to five hundred sales a day.

This is the difference between going BROKE and going PUBLIC Once you have a target company -

You will develop an offer and commit it to paper via a "Coupon"

You are paid one of three ways - Intro, Completion and/or residually and both

The "Coupon" is a special price, selection, showing, sale, trial/consultation, etc.

Three basic groups:

Price

Something FREE

Overall "VIP" (they get something special because they come from you)

You are paid on redemption/inquiry as well as completion and residually

Main Promotion Considerations

Time/Quantity limits (are there really "three left", is this only around for a few months - taxes)

Locality/Scalability (local may be more profitably, but national is much more scalable)

Skill (how well do they convert and pay?)

Ideally you want all THREE -

Evergreen - you can promote all year round

Highly Scalable - the same promo can be used anywhere in the world

Skill - you are working with the best companies

Redemption

Attend

Buy

Register (you can use a site of your own and build your list... for FREE)

Examples will make this more clear

Notice: we will go over numbers all over the board, from people with varying levels of involvement with us - focus on the LESSON and APPLICATION and now "what else you need"

High-end furniture RE Investors

While shopping at fancy furniture place she casually asks about specials - then mentions that she works with a few real estate investor groups and what they recommend about contacting furniture locations like theirs...

They offer a special showing of discontinued, special, fell-of-truck type of stuff and pay her a cut (5-10%) of all sales, depending on inventory

She contact two investors and lets them know about a "Fire sale I'm involved with, I'll give you half of whatever I make, can you help?" (This could've been done much better)

First showing/sale over 30 people showed up and spent over \$5k - over \$150/person

That is \$7.50-\$15/person (5-10% of \$150 - they settled on \$10 per person)

A "coupon" was created not just for special sale but with free delivery, a discount, etc.

This coupon could've been used in general - but she didn't do that - instead she just focused with real estate investor lists and doing once a week or two special showings and she was paid \$10 for every attendee

Averaged 2-3 showings a month with 50-60 people - that's **\$1,000 - \$1,500 a month**

Chump change, right?

Same Concept with Jewelers (This used to be Robbing Jewelry Store Model)

Talked to jewelry store he visited and got similar arrangement with special showing

Went to standard buyers from signs had showing with 14 and sold over \$3,000 @ 10% that's over \$20/person or attendee - so a "coupon" could be created You would get \$20 per attendee - 100/month would be \$2,000/month He just arranged for his Bus Tours to come after showings - averaged 30-40 on each bus tour (usually twice a week) with about 10-15 wanting special showing - @ 2x week that's an \$400 - \$600 a week.

\$1,500 - \$2,400 a month

Still in chump change, right?

3 - Financing your boat

Restaurant conversation with management - cut established but parties or coupons
Flyer sent to neighboring boat owners: "Specials for us: email me for details."
Email sent to with dates/times of parties - coupons raffled at dinners
Initially \$200-300 a month with boat payment of \$400-500/month
Worked through this church and expanded model to have restaurants bid and a winner picked every week - the first week his cut was over \$700 - didn't get all of it
This model of connecting churches and restaurants has netted over \$3-5k/month

I know, chump change...

The big secret here is the NET RESULT you provide a company
Using that (your SKILL) as leverage
You can OWN them

Cage fighters and night clubs

Night clubs may charge at door, may not - makes no difference
Night club: "We're looking for the best places to host parties for our (BLANK) and we're accepting offers..."
Should never be less than \$10/head
Gym: "We're hosting a special party for cage fighters and we'll pay you \$5/head..."
Broader approach: "If we're hosting a special party for your members... you can email them and we'll split the cut so you'll get \$5/head."
But...
If you're going to pay them half anyway...

Bada approach:** "I'm looking for a gym to buy... how about this, we'll put a model in place and I'll take half of my profit and pay in exchange for shares in the company... or as a monthly payments to own 30%, 50%, etc."

Brendan's first gym was over 80 people, that's over \$800 week.

Has not NET less than five grand - it all started from calling a night club... then a gym...

Same process but with "waitresses" (where a premium is paid - \$20-\$50)

"A party, bring your friends, get \$10 for every one you bring..." Bonus if they dress slutty...
In this example his restaurants were netting \$1-\$2k a week - and his cut was more than that

Simple concept - night club contact, then restaurants
Even @\$20 net/head with just 50 that's \$1,000 a week

Starting a "RC stuff" business

Custom remote control modeler - cars, boats, helicopters - one job could be thousands
Set up booth at ONE hobby store for ONE day
Had 5-10 "consultations", got two orders, paid store \$200 (\$100/order)
That is roughly \$10 per inquiry - although this is misleading because of the in-person nature, this is the number he went with
Contacted 5, 10, eventually over 16 hobby-type stores and paid them - after doing numbers better - at least \$10-20 per inquiry (this is basically a "Free Report" on how to get a custom RC built)
Some weeks had over 100 inquiries/leads - \$1,000 - \$2,000
But...
Conversion @ 20-30% at \$500-\$1,000 per client
100 leads at 20% = \$10,000 - \$20,000 a week
Net income over \$10k/mo and following passion
Moral: He is the rare bird to do this, most people will NEED you to do this for them

I Buy Homes guys

This has been done by many, many people
RE investors may get 20 leads before a deal, we'll use 30
Instead of 20-30k profit, we'll use \$5-10k
How much are they spending per lead/inquiry versus transaction - repeat/referred transactions?
@ \$50 per connected call with 30 calls that's \$1,500 for \$5,000
He (and others) have lowered bar and just used \$20, "connected" call rate was never 1 out of 3
So every three VMs is \$20
Used printed cards at gas stations, every two gas stations = one connected call a day
29 stores and gas stations to net 14 connected calls or \$280/day = **\$8,000 - \$9,000 a month**
Another example used nothing but websites and did over \$18k/month over a six month period
Doesn't include radio examples, media buys, etc.

Gyms and wedding planners

Best sale were memberships, nutritionist, meals, one-on-one training, tanning, etc.
This could take profit from less than a hundred to thousands
Offered a free consultation to newlyweds; "How much you'll lost, what you'll look like, dress sizes, importance of wedding photos, etc." A very good pitch.
Gym normally charges \$40-60/mo but with added one-on-one plan was over \$100/mo - immediate sale was \$500. His cut was all of the up front or half and half of the monthly, depending on volume. One out of three/four buying "units" converted.
From one planner/photographer they had four clients a day for a week - ended up opening two gyms, and a lot of other stuff. At four clients a day cut \$1,000 - \$2,000 a day with up to a few thousand a month in residual income.

Final position: you would partner with gatekeepers to get as many consumers taking advantage of free lesson/class/consultation.

Schools and Gardeners

Same Bada**, this was done as a challenge (Phonebook Exercise Challenge)

Gardening centers explained high volume came from schools - *they even told him which schools*

Contact made with schools and schools like them - his cut was established, but the cool part is the residual agreement -

Within one week two schools signed a contract to buy in bulk every 90 days - after focusing on this model for less than 30 days and doing the same thing with other schools - cut is \$3-\$5k a month

Get paid to build your list - up to 1,000 real estate investors a day

Tax attorneys: "I plan on working with real estate groups and setting up seminars for tax (stuff), looking for best attorneys and accepting offers."

\$30-100/attendee

Real estate groups: "I plan on working with attorneys and setting up seminars with their clients on buying real estate investment properties... looking for best RE investor groups and accepting offers."

\$100-\$200/attendee

Emails swapped and HIS site is used to register

Even if only 10 attendees from each group come together - payment is AT least \$1,300 and he gets 20 investors added to his list

Same model and rolled it out to larger groups - especially gatekeepers of emails lists: "I'm working with (BLANK) law firm and we are doing a free seminar on paying zero taxes, for every attendee I can try and arrange for you to be paid \$15-\$50..." Spread is created.

Approach without that profit sharing: "I'm working with (BLANK) law firm... and in return for three emails sent about this I can try and arrange for three emails sent for you for (BLANK), what are your numbers?"

One example: real estate seminar he had over 100 attendees - even @\$100/attendee that's over \$10,000 in two hours... his cut was a lot more

List has grown by over 1,000 in a single day

Starting from scratch

Extra - Terminators numbers with new construction homes

Breakdown - you should be getting 5-10% at the LEAST

@ 150k that's \$7,500

S&M have Haley called home builders with positioning from school: "Hi I'm calling to help raise money with Johnson County High... we're working with buyer lists and trying to find the best home builder to work with..."

Got offers ("coupon") for free upgrade

Called investors and offered them 1-3k for every buyer that redeemed coupon that they emailed for her (didn't have to do this)

First 30 days over gross \$200k

Do that math and that's only 30 or so homes... very easy to do more

Extra - Parrot Adoption and asset protection

Our Parrot Adoption Agency has been contacted by multiple animal lovers

More than a few are high-end attorneys (who do our stuff for FREE)

One explained a tax structure where adoption and support of certain sanctuaries can be multiplied as a HUGE write off - for every client they donate over \$500 - from the first email our nurse sent she had over 30 inquiries and seven clients that day

This is a very effective "Coupon" approach with organizations you love

NOTE: the PASSION is the driving force in this example

Extra - Apartment showings from signs

Brooklyn Monk arranges \$300 - \$500 per appointment... "fed" with signs... has Terminator on the job

This is REAL simple...

Golfers and Jews - custom kennels and cages with dog breeders - quit smoking clinic with churches - * R - CUT THIS OUT AZAM DID NOT GO OVER IT *

Raise money for organizations - church does over \$200k from dentist (\$200/patient average) over 40 the first day they scheduled appointments

Grow your client base, lists, companies - start **any** company... overnight

Grow other companies

Exercises

Do your numbers and come up with a Coupon and a payout

Identify three to five gatekeepers

Attack!

Remember Phonebook and SRDS exercises

Revolving door gatekeepers - where do crowds come and go?

Car salesman - massage parlors - doctor offices - hair salons - restaurants - malls - kiosks - video game stores - ANY STORE - gyms - toll booths (probably illegal) - schools/churches - grocers (set up a booth, for...) - vets - open houses - auctions - courts - coffee shops - clubs/bars - sporting events - theaters - the DMV - business lobbies - airport lobbies - ANY lobby - lunch rooms - parks - flea markets - carnivals and amusement parks - internet cafes - bookstores... **you get the idea** -

Keeping them honest?

Not as big of a deal as some think

Usually debate will be over how much not IF

Starting: get metrics and use bidding

Bidding and positioning are almost always the best solutions
How scared are they to upset you?

Tracking -

In-person (actual event)

Online (form potentially)

Subtractive (Based on transactions, accountability, partners)

Hi,

I'm doing a report on dentists and where they get most of their business, if you could tell me what other business owners send you the most business I'd really appreciate it.

Thanks!

John Smith
Sophomore WSU
212-555-7676

Hi,

I'm working with a gym right now that has over 713 members and we are looking for the best dentist in the area to send some of our people to.

I don't know how many people will actually take us up on the offer but a colleague of mine did this and ended up sending over 43 patients, so I need to find a dentist that can handle volume and take great care of our people.

How do you recommend I go about this?

Love to hear you from, Thanks in advance!

John Smith
212-555-9595

Hi Jack,

This is Andrea with the Johnson County Public Library Business Trust and right now we're looking for tax attorneys to introduce to our list of 5,000 real estate investors.

The introduction will be made at our next Virtual Expo, so if you do "tax stuff" and you can handle volume please let me know that you want to be a candidate.

Of if you forward this email to your best contact on the issue, I'd really appreciate it.

I also just left you a VM. Thanks!

Hi (Jack),

This is John Smith and I spoke with Tim and Randy at Johnson Law Offices and they told me their best clients came from real estate groups.

Right now I'm working with 3-4 local real estate groups and we're arranging for some of their clients to be sent to certain tax attorneys.

So I'm looking for the best attorneys to work with, to save time I created a voicemail recording that explains the criteria for who we're sending business to:

212-555-0176 (it plays 24/7 so you can call anytime)

If you have any better ideas on how I should go about getting in touch with the best attorneys, or a recommendation on who I should contact, please let me know.

Thanks again!

John Smith

212-555-9595

(That's my cell phone, but if you could call the other number first and listen to my 60 second explanation just so we are on the same page, that'd be great - Thanks!)

VM:

Hi this is John and I'm glad we connected, this message is for all the attorneys who want to have the business from our real estate groups sent to them. Right now we are working with about six real estate offices and we have about 5,000 clients that we are going to be in touch with through phone calls, Facebook, emails, etc.

When these folks ask us to send them to the best tax attorney, we're... (chuckle) looking for the best tax attorneys to send them to. So right now we're interviewing attorneys and creating a kind of coupon - what that means is that with the selected attorneys we will offer a free consultation or seminar to these real estate clients and we're accepting offers on how much each attorney will pay per client.

I set up this voicemail to save time, so after the tone please leave your name, number and email and what kind of offer you want to make per client. We'll compare the offers and let you know the final answer, but even if your offer isn't accepted or I don't have an immediate answer for you I'll make sure to call you back within 24 hours just to connect with and see how we can help each other. Okay, Thanks again!