

BUILD YOUR LIST OF BUYERS TRANSCRIPT

MODULE 1



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[00:00:01.080]

Hey, it's David Perdew here for MyNAMS.com and the Novice to Advanced Marketing System system, and we also have Jen introduce yourself. Insert here, Jim. Audio, but hello there is Jen, she is the director of Operations and Sales, which you would think she'd have a little more to say there, but she doesn't. So, OK, we're going to move on. So today is the Build Your Buyers list, MyNAMS Accelerator, and we're excited to get going with this one.

[00:00:33.120]

This one is a really important, kind of an overlooked aspect of building a business online. A lot of people think, oh, I just want to do a list building or I just want to do what I want to get my product done. I want to get to this. I want to do that, build more traffic, all of that kind of stuff. But if you don't build a buyers list in your system and really focus on buyers, it's you're missing the boat because this is a fundamental process, a fundamental piece of having a successful business online.

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And it will give you a little pre what you call this, a preview.

[00:01:09.390]

I'm going to give you a little preview of some of the stuff we're going to be doing today. We're going to look at Warrior plus a lot today as a system that we've used to build six. I think it was six thousand more than six thousand buyers. And I'm going to show you. What we did over there and what we do and how you can do it as well, and the other thing I'm going to tell you is that if you hang around and I hope you did because you guys paid for this, you hang around from this, you're also going to get an opportunity to sign up for every piece of software that we have, not software product that we have.

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[00:01:43.290]

And your plus as an affiliate, and we ought to approve you for everything there and everything going forward. So that's just a little bonus for this whole thing. So you can build your buyers list. Do you want to say anything about this before we jump in? No, I think I want to keep on track because you and I have a lot to discuss. OK, so the first module we're going to go through is the overview today.

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And we have eight modules on this thing. So we're going to move right along. So your buyers list, Here's the thing. So you told us a few things when we asked you questions about your buyers list. And most of you are not as successful as you want to be with your buyers list. In fact, a couple of people who said that they were actually supporting themselves with buyers were doing so with a very small list. And so we want to really work on what really works on some of this today.

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But first, we want to identify what the issues are. So the first 15% of you don't have autoresponders. That's a major issue. We do want to build the list. So we've got to get you in autoresponders today so that you can start building your list right away. And we'll have some resources and go through that for you in How to Choose One and all of that in a few minutes. 85% of you have an autoresponder.

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But here's the thing some of you have. And this is not just a buyers list. This is your list size. So, 46% of you have zero people on your list, even if you have autoresponders. So you're not using it effectively. You're not list building. You're not getting traffic. You're kind of at the beginning and or

you've not paid attention to how to build your list. And we are going to talk about list building a little bit today, even though we're focused on the buyers list.

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But we're talking about list building as a kind of like picking up the pieces along the way. We don't want to leave anybody out there, but we really are focused on getting buyers on your list. 10% of you have one to 100 people, 12% of you had 100 to 499. 12% of you had 500 to 999, 7% of you had a thousand to twenty-four

[00:03:54.730]

99. 7% of you had 5 9999 and more than 2% of you had more than 10K on your list. So our sample size was about 50 people here. So you can see that that's pretty representative of our entire community, actually Jennifer, if you think about it. Right, OK. All right, so list size not a big deal, by the way, one of our people that said they were supporting themselves with their list had between 100 and 499.

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Now, you've heard me tell them my favorite story about Connie Regan Green, which is that she made her first 100K with the 650 people on her list. I know 650 something, pretty sure 51. But anyway, Connie Regan Green was able in her first year of business online to make 100K dollars with 650 some people on her list.

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You don't have to have a huge list. You have to have buyers on your list. And that's why this is so important for us to go through this and pay attention to it. So it's not about the size of list. So are you making sales?

Twenty eight percent of you said a few. Sixty six percent of you said zero. None never made a sale online. Five percent said yes, enough to support myself and my family online.

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So that also kind of holds true with our community because a lot of people in our community are new and they're just getting started and they're stuck and how to make sales. So we're going to help you today in the making sales as part as well. So what are you selling? 46% of you said a combination of affiliate products and your own product, affiliate products, only 20% of you your own products only.

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We're about 18 percent of you. And no products were 15% of you. So if you look at our numbers here, these don't really jive. So I think I'm kind of being this is kind of wishful thinking on the products to sell, if you ask me. Because 50% of you are selling no products. But 66% of you are making no sales, then you may be trying to sell products, but you are not selling anything.

[00:06:23.590]

So there's a little disconnect there on the stats. And by the way, jump in with any of these that you want to discuss. But I think we're pretty much on track with these, if not the problems with getting buyers on your list. We ask you what your biggest problem was. And I didn't write out the answers because they were kind of all over the place. It was an open-ended question. But the numbers, the words that we're getting the most response I put into a word cloud here by the instances of the words and you can see list traffic getting right.

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Those were the big ones. Those were the most list traffic getting right and finding and starting responsiveness and content. And it's all over the place here. Freebies are in focus. Focus came up a lot and overwhelmed came up a lot. Now, one of the things that I noticed as I was going through all of these answers, were pretty much variance on the same thing. And then I was "I don't have time, don't know where to start" and overwhelmed by everything that we have to do.

[00:07:38.110]

So, Jim, would you say that's right? Yeah.

[00:07:43.300]

And the other thing I saw when I was looking through this, is there is definitely a misunderstanding about west building versus buyers, a buyers list. And Dad and I were talking this morning that this isn't really a straight up list building a prospecting workshop, but we can't ignore it. We have to talk about those things here and we're going to. But the other thing I noticed, and I can't remember if you had a slide on this, Dad, was that.

[00:08:17.400]

About 90% of you, all said that the quality of your list was low. Yeah, and that's a problem. But here's the other thing. Based on the other things that we've seen and the numbers that you've told us, I'm not totally sure your assessment of your list is correct. And, you know, these are one of these things where, you know, I wouldn't know what the quality of your list is without you and I working together.

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And I was really testing and digging in. But I have a sneaking suspicion that it's not that the quality of your list is low, it's that you're not making the right offers or not making any offers. And so that's a lot of what we're going to try to help you figure out today.

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OK, so along those lines, I also want to just do another little preview here. You and I were talking this morning about the return on a list. Now you can measure the quality of your list by the amount of the customer value, basically. Right, because that measuring gives you all kinds of information. And we're going to show you later today how to use those numbers to really determine the quality of your list, as well as how to improve the buying processes for all of your people.

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So to understand the quality of your list, you have to understand what the customer value is. So we'll get into that a little bit more. OK. All right.

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We wanted to set some expectations. 33% of you have made a sale online. That tells us that most of you don't know how to make sales, how to do sales, how to make sales online, 30 percent of you have a list greater than five hundred people, but 40 percent of you don't have a list at all. That's a significant issue. But most of you will want to make more than one hundred thousand dollars this year with your online business.

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When I ask people how much do you want to make online, the usual answer is 10 grand a month. I really want to make 10 grand a month. Well, ten grand a month is easily doable for an online business, but it is a serious process that requires you to focus on three things, and that's having offers, being able to build your buyer's list, and being able to communicate with those people and having a way to collect money. And it has to be you to simplify everything and to be able to do that.

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But I want to make sure that you understand that 100 000 dollars are significant. Ten thousand dollars is significant. If you're not making any money at all online, you want to really shoot for your first hundred bucks. That's where you want to increment your way up you want. And that's what I did. And that's what a lot of people have done online. You don't ever start at a thousand dollars a day. I don't know anybody who has done that, I mean, I'm sure it's possible, but I don't know it's done.

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And I will also tell you, if they've done that, it's probably a fluke and they probably didn't sustain it. One of the things that happened in the 2008, 2009, 2010 bubble blowout was all, not all. A lot of the big gurus that everybody followed and talked about and they were making big money hand over fist, but they didn't have systems in place. And when the markets crashed and when everything else crashed and when they had to rely on actually building systems in their businesses, they disappeared.

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So you want to make sure that you're building a real business and real business is incremental growth. And that's what we're going to talk about. OK, so our assumptions are that you are looking for ways to build a new income stream, if you are already making sales or your first income stream, if you're not making sales and really nothing else matters. That's really what you're looking for is a new income stream or your first income stream? So if we can help you do that by focusing on getting buyers and getting better income streams, that's what we're doing today.

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OK. Now, the biggest issues that we did hear from you guys is the consistency in the focus and the overwhelmingly people said that over and over. I just don't have time to be able to do this. I'm not focused on getting it done. I flip from thing to thing or I'm overwhelmed with all of the mechanics that goes into each of the processes. We're going to talk about how to reduce the stress of the mechanics today and those processes.

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So I have something I do want to say right here. And I don't mean to sound flippant or glib or anything like that, but if you want to do this, you have to just do it. And yes, there are a lot of pieces in play to make things happen. But I can also tell you there are a lot of people out there that are making good money in their business with very, very simple systems. And I talk to my folks in my boot camp groups about this a lot.

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And I'm going to pass on this little tidbit to you guys, because I think it's going to be really helpful for you. You know, I manage a business that has a ton of moving parts and has 10 employees. We have a huge nut every month. But the processes are still the same for us every single month or I'm sorry, every single day. And when I create my list of to DOS. And because I work on it to do dad works on a priority list, I work on it to do because it helps me keep the staff managed.

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I have three things per day that I have to get done. I only pick three, but those three things have to happen, and at least one of those things has to be a money making activity for our company. I can't sit in the support desk. I can't build a course all day. I can't. I can't. It can't be back and stuff. One activity that I do has to be "make money making activity", whether it's writing an email campaign, doing some social media, marketing something.

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But one thing. And that for me is, how I break it down with the never ending to DOS, because I'm the tattoos are never ending as a business owner. There's always stuff that you want to do. There's always things

you want to test. There's always new things that you want to study, or test, or implement, or whatever it may be. But until you get the basic systems down, which is collecting people on your list and making a sale and communicating with the people that are on your list, nothing else really matters.

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So that's going to be a lot of our focus today, because if we break all moneymaking activities down into those three things, you should be able to make some sales and get people on your list at the same time. During this covered period, I used to go to an office or a coffee shop all the time and work because it just kind of got me out of the house. And I would go do it, spend some time just really focused.

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Now, I spend all day in the basement, in my office and my wife has an office right next to me. I mean, it's a table, a desk right next to me, and so she can be there occasionally. But I'm still in my own little world working. At the end of the day, I'll come upstairs. We have get together every day at 5:30pm and we spend 5:30/9 together every day as much as possible.

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And and so the first thing she'll ask me is what did you do today. And my answer is always the same. It's always the same. I made sales today. And if I didn't make any sales today, I have a real hard time defining what I did today because we're in business to make sales and profit and and so that has to be my focus. And so when Jennifer and I have a conversation, it always starts with, OK, so what are we doing for cash generation?

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What are we doing for building sales? What are we doing for our ongoing recovery? What are we doing for those are the priorities that we always talk about. Now, that may mean that, like Jennifer said, I'm working in Photoshop, building out some social media stuff, but I'm doing it to make sales on social media stuff. On get the traffic over there, so that I can get sales into recurring opportunities, or promoting affiliate product, or selling one of our own things. Or building a campaign as well from social media or working with one of our team members to do exactly that.

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Everything we do is focused around sales. So consistency of. And it took us a long time to get to that. Right. It took us a long time to really get to the priority.

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Yep. And one of the things that we're going to talk about, too, in the course of this weekend and I'm going to help you with tomorrow, is the way that this works - having everything at your fingertips and being able to access things quickly. I did a Facebook post yesterday at about five o'clock last night. And for an affiliate product that you did one yesterday morning there ineffably a product, I quickly was able to pull that together because I had my resources and knew where they were.

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I know how to get them. And I was able to quickly get that up and online. And I woke up this morning and that post has had 30 engagements on it and it's generated seven sales so far this morning, and that's after five o'clock last night. And that's just posting it on Facebook. And so when you have your resources and your materials close at hand and organized, you can quickly go and do these things. It no longer takes me hours to just send an email anymore.

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I could send an email from my phone at a stoplight if I had to, because all of my stuff is organized and at my fingertips. OK, so you've been looking at this screen for a while and you see the the biggest issues you were having: setting up a system, getting traffic, knowing what to offer technology and autoresponders. And the biggest issue for most people is just getting started. And so we've kind of danced all around that, but what Jennifer said is absolutely true, you got to get started, you just got to do it.

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And people have a fear around that. So the fear of am I going to make a mistake? Am I going to screw something up? Well, let me help you with that. Yes. Yes, you are.

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Because we all do.

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I mean, nothing works all the time. Know, my favorite analogy is that you're going to if you can hit if you can fail 70% of the time when you're a baseball hitter at bat and you fail, strike out 70% of the time or hit ground balls that get thrown out or whatever, 70% of the time you're going to be in the Hall of Fame because you succeeded 30% of the time. And a 300 hitter is a star and you want to hit 300.

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I mean, not everything is going to work. You just got to keep after it. And so what we're trying to provide you today are systems that help you hit more singles, doubles, and triples and maybe a home run occasionally. But we want to make sure that what we're doing is helping you see that you got to be at the plate. You've got to be hitting all the time. So if you're not hitting, you're not in the game.

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You don't want everybody.

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I just want to say this really quick. When we talk about making mistakes, imagine this. Your dad owns your company and you're in charge of all the operations and he trusts you with everything.

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And you have to call him one day and tell him that you accidentally deleted seven thousand people off of your list and it was lost almost two thousand dollars to have them to get them back, to get them pulled out of the backup system from your autoresponders system. I mean, listen, that was me. I did it. I did that. I deleted six thousand, seven thousand people off of our list and we had to pay the thousand dollars to get them back.

[00:21:05.690]

And so everybody makes messes up stuff. But I'll tell you, messing up that one time, there are some processes in place that we've got now to make sure that never happens again. And so you're going to and it just takes making these mistakes. There's nothing that I should say. There

are very few things that you are going to do to the complete detriment of your business that's not fixable. So just kind of try to try to put that worrisome part out of your mind.

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And just remember that the reason we use systems and processes is to keep those things from happening when we have time.

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Someday, maybe we'll do an entire insider's club called just to put the mistakes we've made because is really pretty amazing. All right. So over the next two days, what we're going to do is really focus on buyers, getting prospects to Perdew, creating the right mindset. We've already been working on techniques to find buyers, finding the right products to sell, helping buyers buy again. That's where the real money is, and helping buyers buy into recurring programs.

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You know, if you can get buyers into recurring platform programs, that becomes your base, predictable income. And we want to focus on that. And the other thing is we want to stop guessing about how to do this. We want you to have some systems in place as we talked about. We're going to talk a lot about that. And then the last thing here is how to allow your customers. One of the things that are absolutely key is to make sure that you have retention plans in place.

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And that seems cold and hard. But when you translate it into the actual activities of work, it just means becoming friends, basically being friends with people, being trustworthy and responding to people, and helping

them as much as you can help them. So that's one of the ways to wow your customers is just to be there and help them. You can help. So we'll talk a lot about that.

[00:23:15.590]

Yeah, because that's really important and it's important. As your business grows, you have to create some boundaries. But there's a lot of things that you can do that still keep you within the right boundary lines of your business and allowing of your customers and things like that. You know, there's a saying out there that's called, oh, I'm going to say it wrong, Dad. Its proximity equals pricing. And, you know, the folks that are in my bootcamp have my phone number, you know, and we have really good relationships.

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And to be honest with you, I consider them my friends and I want to support them in their personal lives and their business. I want to. Without their families and things like that, and it's not just because they're paying me, the transaction is important because it is a program, but as we get to learn more about each other, you naturally build those relationships in those programs and you want to be more involved. I love those bootcamps.

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The people at my bootcamp, because they're my family, I consider them that, even though they pay me every month, know we've had a long-standing relationship to build that kind of, I guess, rapport with each other. And we can disagree on stuff and, you know, and we can come back to the table and be like, OK, what's next? And that's the kind of relationship that you're looking for ultimately long term with your clients, whether you're doing a coaching program or whether it's an info product, you still have to be able to convey that level of trust and authority with

your customer, whether it's a seven dollar product or whether it's a ten thousand dollar product.

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It's just how much of you they get, is where that pricing equals proximity safe comes into play.

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OK, so let's say now one of the things, by the way, I would tell you guys is I'm working on a single screen here because I think I started to tell you I'm at a friend's house doing this for two days because of my Internet. My home is good when it's good. But it's really bad. It's bad. And so I decided that I keep this safe here. So I'm here. I'm working on one screen. So I'm not exactly sure what's always coming ahead.

[00:25:35.340]

So I just want you to know that. OK, so, yes, Jen and I are here, that's this, we're still in the overview. So here we're going to use our experience to help you build your business and we're going to meet buyers where they are. That's going to be the focus of the entire weekend, is meeting buyers where they are and determine what success looks like for you. So I want you guys to think about this because you're going to have to think about this.

[00:26:01.920]

What do you want at the end of this workshop? What would you like to have, let's say, at the end of this workshop? What success for you? And then let's talk about at the end of next month, what is success look like for you from a buyer's list perspective? So start writing that down and in

fact, put it in the chatbox, if you can. When it comes to you, put it in the chat box.

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Success at the end of the workshop is and success at the end of February is. And I want you to pop those things in the chatbox again. We want you to exceed your expectations. We also wanted to help you set expectations, but we want you to exceed those expectations. We want to continue to work with you in the future and we want to hold you accountable. Now, we don't have our Facebook group set up for this group yet.

[00:26:53.390]

We will have that set up this evening. But you will be able to join in that Facebook group will have the link for you tomorrow. And that will be kind of your ongoing questions about buyers list and all that kind of stuff will be answered there. Those of you who are in the in the MyNAMS accelerator bundle, have the nano accelerator Facebook group already and want to make sure you get in there as well. So we'll put those links in the resource list as well.

[00:27:17.190]

OK. The thing here, Jim, that they missed. Yeah, and we're going to talk about some of this a little bit later because. One of the things I do want to say, everybody always has a different idea of what is success for them. Every one of you that's on this call is in a different spot and so on this workshop, I can't build a step by step checklist for you specifically. I just can't know there are one hundred people here today.

[00:27:51.680]

And that means we have to know exactly what each one of your businesses looks like from the beginning. But what we are going to help you to do is create tomorrow. I'm working on a template for you guys that is kind of "here's what you got to have". Here's how you've got to build it. Here's where you've got to find your people. Here's where you've got to make the sales. Here are tools to support you to make those sales.

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Here are the tools that will help you write. Better call to actions to ask for those sales. So we're going to do the best that we can do to help give you the tools so that you can build your roadmap based on where you are in your business.

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Don't personalize checklist actually from that. So.

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Right, right. And so but I do love this. Hold on. Dana, and I think I hope I'm saying this right, said something I really liked, she said, feeling more confident moving forward, having a better system in place so I don't have to be online 15 hours a day. That is an outstanding goal.

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Business isn't fun when you have to be online 15 hours a day just to be able to make the power bill, and so I love that that's that goal for yourself and Patricia Sendgrid. Before you go, we go to Patricia, I want to come in about that to you. And I consciously made a goal probably almost a year ago where we worked for more than six hours a day. Some days we do. And frequently when we're building up new products or new funnels or new launches or whatever it is, we do work more than six hours a day.

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But most of the time we don't. And we don't work on the weekends. And so that's been a big change in our business over the last few years.

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So, yeah, and I love this, Patricia. This is great because this is very, very attainable. I mean, we can seriously count this on you. And she said she wants three more ways to attract buyers at the end of February. She wants to have two thousand people on her list and then in parentheses, it says Forex. So, Patricia, what I don't know here is whether you've got five hundred buyers on your list right now or you have five hundred people on your list.

[00:30:16.980]

And that doesn't really matter other than I like the success works when you have an actual number, a goal. And it works when you have a small incremental goal, that we can have little wins. I want to add 25 people to my list this week. Check. That's way more manageable than I want to add. 25 thousand people to my list this year and you have a list of zero. So I want to encourage you to find it.

[00:30:45.200]

Yes. Thirty thousand foot goals are great when you have those goals though. Those are the things that don't happen because you don't know specifically what you've got to do today to meet that big, big goal. That's the kind of stuff I want to be able to help you with tomorrow while we're working through our templates and our checklists and things like that. So I hope that sounds good to everybody.

[00:31:10.640]

And we're going to get to this, I think, someplace along the way as well. And we will and I'll leave it for there. And it's just about what's realistic for building a business out long term. So we're going to get to that. And I'm looking at some of these answers as well. This is terrific. You guys are really participating here. I love it. That's outstanding. All right. OK, so let's see what else we got here.

[00:31:37.070]

Oh, why listen to us. So this is where I'm going to kind of pull back the camera on this. So we push on water, plus we like water. Plus we love Mike Lantz. We love the team over there that builds a platform that works really well. We're able to track everything. The reason we've chosen Warrior Plus is that we, as one of our platforms that we really focus on in the last couple of years, is that we know that we can get the kind of response Mike does. What we want, Mike, is to build buyers by engaging and with us and with other people to make sure that the platform does what it needs to do

[00:32:15.080]

And so he always responds to us. And that's key. That is absolutely key for us. Now, he's actually told us what to say. He's actually told us a couple of times when he will not make a change because it goes against the principles of his company. And I'm OK with that, too, as long as we have a clear conversation about it.

[00:32:34.430]

Yet, when Mike was asking us to move to Warrior Plus and I told him why we wouldn't, it was because of the integration with our autoresponder, he

said, OK, let's put our heads together and figure out how to make this work. And over three months period, you know, he and his team work directly with me to build out the Infusionsoft integration the way that I needed it to be built to work with my app. And it was because I decided to take the time if they were going to woo us to move to that platform, it had to be the way that I wanted it to be.

[00:33:09.500]

And ever since then, there are great little functions that he's put in place. If any of you are selling on Warrior Plus right now and have a product on Warrior Plus you may have noticed the order functionality that was added in December. We asked for that during our December deals promotion and we made a test of that for him. And when I showed him the numbers of what happens on order bumps in our system, he came back to me and said, holy crap, OK, let's do this and tell me what you want.

[00:33:42.890]

And so being able to have those kinds of relationships on platforms is really great. And now some of you guys are probably sitting or saying, yeah, but you guys have a list of a gazillion people. We don't, but we focus.

[00:33:57.110]

I'm not the biggest player by far, but would be very we're committed. Correct, but you also would win. But that's it. We committed to building the relationship and so people over there didn't know us. A lot of people didn't know us when we moved to that platform. But we spent time in the private groups and all that kind of stuff, building those relationships. Which guess what, guys helped us to build fires.

[00:34:29.780]

So this is the reason we went over there because of building fires. Because we knew that if we started selling some low-cost items over there and actually getting involved in other people's promotions as well, that we would end up building some buyers over there. Now, we do most of our affiliate marketing for other people's products through platforms outside of where you're not quite sure why that is. I think it's just what our people want. Mostly is being hosted on JDA and Pay Kickstarts and Thrive Card and other platforms like that.

[00:35:04.910]

But I will say that for our selling partners over there on Warrior plus, this is what we've done in a couple of years. Mean we've got 6366. 5.7 of those people are on a recurring plan which I got to love that 84 dollars and 45 cents per customer value. And we're going to talk about that one a lot. 12829 purchases. 522 741 dollars in sales.

[00:35:35.660]

So you've got to go where the buyers are. And for our business of the Internet marketing world, we knew there were a lot of buyers. A WarriorPlus there's a lot of buyers JBZoo, too. But we got the kind of response that we wanted from WarriorPlus not too much from JBZoo. So although they did work with us as well, we just weren't able to get exactly what we wanted over there.

[00:35:59.300]

Now, why would we even do that if we sell through Infusionsoft? Right. Well, we sell through Infusionsoft, but that's our buyers don't live in Infusionsoft. Our buyers live on other people's platforms. And so we started to look at where are we going to get the buyers? And that's where we went, right. So you want to say anything about these numbers?

[00:36:21.110]

Yeah, because there's a lot of questions about the "whys" here, and the "why you choose a platform" is exactly what Dad just said. It's your buyers. There it is. How easy do you find the platform to use? You know, I land specifically asked about Click Bank and I'm going to tell you straight up, I can't figure out how to set up the product. I'm like and I can build a 27 layer retargeting Infusionsoft campaign in an hour, but I can't figure out how to set up a product like bank.

[00:36:54.920]

And I'm and I always ask, have you, have you watched the tutorials? - "Yes, and but anyway..." so "but" it was the reason we chose WarriorPlus was specifically because Mike asked us to come there and knew we were looking and shopping for a secondary platform. And, you know, when we look at our WarriorPlus sales, WarriorPlus for us was to create a buyers list. There's no zero risk building happening in WarriorPlus, it is all buyers.

[00:37:29.300]

And so we run all of our list building. Our other internal products, get run through Infusionsoft. We also sell on JB. Do we also sell Unsuccess sometimes? you know, and so we just go where the market is. And yeah, it does. It takes a little bit of work. It takes being organized, but it's easy when you have one or two platforms to be able to move around and sell where you need to sell.

[00:37:59.720]

I saw somebody on this call may see if he's still here. I saw Lou on this call earlier, you know, and Lou, I've watched you and the journey that you took, putting your products over on you to me. And there was a platform for you over there. And I also know some of the systems that you use as well in your business. And he didn't go to me, because he just felt like one day that he wanted to go build a product over there.

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[00:38:27.590]

I'm sure he built some product over there because the buyers were there, and there was an opportunity for him to build a buyers list there. And so you have to really pay attention to what and where your people are. You know, Brad said he thinks he thought WarriorPlus was really very "I am" based. It's actually not. But it is there's a lot of. I am on there WarriorPlus has a ton of niche products over there.

[00:38:55.700]

And if you look at his top ten products daily on the sales over there, it's usually a niche player or a niche package of some sort over there, because those are selling very, very well.

[00:39:08.730]

Jane Calenda, if you guys know Jane from The Insider's Club, Jane is on the leader board over there on a regular basis, selling products for Plummers products for roofers, local businesses. So the market is there. I think the market is on WarriorPlus more so than potentially on JDSU. J.D. is much bigger. But I think that the market is definitely there and the market is unclicking back as well.

[00:39:37.320]

And so especially if you a niche and I'll give you an example. We went to pay Kickstart and we're talking to Kickstart about moving some products over there as well. And we got started with the integration issues because, for us, the most important part is to know what's happening with people. We don't just want to have somebody come into our system. We do want people to come into our system. But we know we want to know how we can best serve people when they come into our system.

[00:40:06.300]

So if they come in and we don't have any idea who they are or what they're doing or what they're buying, then that doesn't help us that much. Because you're going to see as we get into this whole thing, the reason we have 84 dollars per customer value here is because we know exactly what people are doing, what they're buying, and how to help them in the future. Right.

[00:40:26.820]

So I do want to answer this one question that Brad had about our stats. So we've been a member of the JD for a very, very long time as an affiliate. I'm sorry for your place where we would sell affiliate products. So we were the affiliate for someone else. We did start selling our own products on WarriorPlus until it was like a mid 2019 or so. So these stats that you're seeing here are strictly our buyers, not sales that we've done on affiliate commissions.

[00:41:04.200]

These are just for our products that we own since mid 2019. So and the majority of the products that we have as front-end products are all less than 27 dollars. And we're going to get into it today and look in there. And WarriorPlus for us is an up and down platform. Some months we'll have 30, 40, 50 thousand dollars over there and some will have five.

[00:41:34.350]

It's just it really depends on how much we push on things. So we're going to let you see that. You see what we do over there. But we're going to show you how to choose products, how to deal with people. And you would think that we're telling you about affiliate marketing. We're going to talk a little bit about that, just like we're going to talk a little bit about this building. But we're going to talk to you about how to leverage things.

[00:41:55.410]

One of the previews into what we're going to be doing later is one of the smartest funnels that we've ever created. What we've done was to do a funnel for a product even outside of WarriorPlus class by selling a low-end product on the front end, less than 10 dollars, and making 600 dollars sales on the back end with somebody else's product. And our product on the front end was specifically to get people on our buyers list so that we could work with them on the six hundred dollar affiliate product.

[00:42:28.900]

And that was a plan that we have in place, right? So, yes, that's going to be a big part of us talking about low cost, low content, front-end offers today. And we're going to talk about it tomorrow. I think it's tomorrow we're going to talk about funnels and how to get more average revenue per buyer. But the most important thing that we have to do is get the first buyer in the door with the first product sale.

[00:42:53.230]

And a lot of times that is going to be on a low content, low-cost offer. And so that's primarily what we're going to focus on, how to build those. We've got a bunch of ideas for you guys and how to build those products that you can sell. So I think we should probably keep moving here.

[00:43:11.680]

Yeah, I agree. I do want to point out, Lou said that he's got 12 000 students on Udemy. And at some point, Lou, if you're going to be around today, I'd love to get you to talk about it to me. And if you're able to convert those people to buyers on your list as well, because I know they come in and get this kind of courses and that kind of stuff. But due to me,

I hear from a lot of other people is a great opportunity to build buyers to your list.

[00:43:34.650]

So. All right. So now, yeah, a lot of people want to know about where we're going to get into it. So hang tight. All right. So let's move on. OK, so here's what we're looking at with the WarriorPlus platform, when you get over there, you're going to look for the products to sell this kind of thing. And we're going to talk today about the fundamentals of really building a business and where to start if you don't have your own products.

[00:44:10.050]

I'm really going to encourage you to do these kind of things to build your buyers list. And if you do have your products, we're to talk to you about how to find those. Those buyers want to talk about why, when I what, what, when, why, how. And the pros and cons of the buyers list coming up here. So we'll get into the Warrior plus stuff a lot more in a bit. So what is a buyers list?

[00:44:32.070]

It's the fastest way to building a real business with real customers. Right. So if you always are focused on converting people to buyers and if you can get them in the door as buyers, that's awesome because they are committed there. They're willing to spend more money with you and there are already showing you that they will spend more money with you. So just focusing on getting buyers is a little contrarian to the world as we know it out there because most people are talking to you about building a list of freebie seekers use.

[00:45:01.590]

And often we do that. We talk to people about building and often following and doing all that kind of stuff. And that's true. Building your list is good. After all, you want to have people on your list because you don't know when people will turn into buyers. But it depends on focusing on conversion more than anything else. And but if you focus on buyers first, if you focus on buyers first, then you've eliminated some of the hardest work you're ever going to have to do.

[00:45:28.380]

So that's why we want to focus on buyers first. It's cheaper and it's more efficient to get buyers in the door first. OK, so the fastest way to make money online, long-term passive income is to get good at selling and providing value, build cash reserves, be more efficient in self-funding. Your business was a big one right there and create valuable customer relationships. These are the benefits, really some of the benefits of doing building a buyers list, long-term passive income.

[00:46:01.990]

What does that mean? Well, if you get people that are on your list already and they end up converting into or buying stuff in your membership area, that kind of thing. Want to look at our company, too, and show you how we convert a lot of people from visitors to buyers over there, whether they are on our list or not. And that's passive. And we want as much income coming in without work as possible or based on work that we've done in the past.

[00:46:32.320]

And this one getting good at selling and providing value, if you don't do that first before you start throwing out products, you're going to bang your head against the wall for a very long time. Now, I had to work on this a lot in my head. Is very lumpy from having banged it so much in the first few years. When I was online here, I've gotten pretty good at selling, especially in email and some video stuff.

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[00:47:00.810]

I'm working on webinars, selling webinars. Selling is a kind of art. And we're going to focus on a lot more webinars selling this year. So that's because buyers on webinars are outstanding buyers. They are some of your higher ticket buyers and they are some of your most committed buyers building cash reserves. If you don't have buyers on your list, you're not going to cash in. And if you're not getting cash and you can't be self-funding and if you're not self-funding, then you can't have any cash reserves.

[00:47:35.230]

So it's kind of a vicious circle there. And the last thing here is about creating those valuable relationships, creating viable relationships with buyers is we talked about this a lot. So I'm not going to spend much time here just to say that. I'll give you one example from our contracts that is the best example I've ever seen with a marked Internet success workshop. And this was probably 2007 or 2008. And it was early on when I started using Mark as my mentor and my coach.

[00:48:06.750]

And I'm sitting in the audience and there's a guy there from Australia, and it's a small group, maybe 60, 70 people, and he stands up and Mark introduces him and he stands up and he says: "I'm here today". I spent 750 bucks for the workshop. I spent 1 000 dollars on the plane fare, spent 500 dollars for the hotel, another 250 dollars for the food and all of that stuff. And plus I'm going to spend another week in the States just traveling after this, all because I bought 25 dollar piece of software from Mark Hendricks and he spent three hours on the phone with me in the middle of the night, his time to help me make sure that it worked on the platform that I was on.

[00:48:50.960]

And he said, nobody gives you that kind of customer service, and I decided I had to come here and so that 25 dollars that Mark was just being Mark helped this person turned into a several thousand dollars back in purchase. So that's why you build valuable customer relationships. And if you hate people, it's not to work out very well. How to create a buyer's list, the first rule is buyers buy a solution or buyer buys a solution, which means you're not selling problems, you're selling solutions to problems.

[00:49:32.030]

So you've got to understand what the problems are and you've got to get your solutions in front of the people with the problems. So what does that mean? You've got to do some research and you've got to do some listening and you've got to figure out what the problems are that you could solve. You have to create an interaction with the buyer and you exchange value for value. It's never you take money. It is. I've got the solution and here it is.

[00:49:55.610]

If you want to give me some cash for it, I'm going to help you with this. So it's value for value, that's all. It's energy for energy. And you build the relationship to offer more solutions to that buyer because you're building trust. So the pros of the buyers list are faster cash, more serious customers, quick relationships, more commitment to the customer, self-funding growth, and high motivation to continue somebody. So when people, by the way, when a person puts a little bit of money into a process, they have committed to you.

[00:50:31.570]

And it also becomes a self-fulfilling, not a self-fulfilling prophecy, but itself. Reassurance, it's a reassurance to the buyer because they've now gone from being skeptical to making a decision, and that's a psychological

shift. What they've done now is they said this must be great. I bought it. Right. And so people and that can quickly go into this must be crap because it's not very good. But if you have a good product, if you're working with people to build that relationship, then they quickly, rise to that trust level.

[00:51:10.650]

And that's incredibly important. So a little bit of money doesn't have to be much, can be a buck. Here's one thing we just did that created a buyers list that we got no money from. And we'll talk about this later to in more detail. But we did a ten dollar, one hundred percent commission front end on something. So the affiliate got all the money. We got the buyers. So they are still buyers for us because they gave somebody else money.

[00:51:37.860]

And there's that's another aspect of a buyers list. You don't always get the money that you're going to get the buyer. And that's really important. OK, the cons market research can be really tedious. I mean, you stumble and you fumble and you finally come up with a nugget and maybe it works and maybe it doesn't. So it involves a lot of testing and that can be just a really tedious process. And a lot of people don't want to do that.

[00:52:05.710]

But that's where the successes and then the launch mode is unsustainable. Unsustainable. It's it's unsustainable. In other words, you can't continue to be launching all the time because it's exhausting when you might have a process in place. But I watch these guys who launch every six weeks or every four weeks, and I tried that. It lasted about six weeks.

[00:52:34.220]

Yeah, because it is just exhausting to do this. And so anyway, the third thing is complacency, you get too comfortable if you are building a buyers list and it's working for you all of a sudden think, well, you know, I can just coast a little bit and the coast is good. We don't want to work so hard. But you also don't get to the place where you're not still in the game working with people and building relationships and doing all that.

[00:53:05.080]

Let's talk about that for a second, because you and I have been known to do a little posting ourselves. It happens everywhere, except for the work never works out. It happens about once a year and everything's just working the way it should be. Revenue is great. Everybody's, you know. Doing what they need to do at home and taking care of their families, and then the next thing you know, it's like, oh, it's a little tight this month, you know?

[00:53:38.480]

And whenever we go back and look at those dips, it's so evident we're able to see where the dips come from is because we were like, oh, I'm going to go play on building this new product out today or this week or this month. And I'm not going market or we're not going to send emails or I'm going to turn off my Facebook, you know, that kind of stuff. And it is it's not that you have to constantly it's just so I don't know what the right word is here.

[00:54:12.050]

I've used mercenary in this respect a few times, but, you know.

[00:54:17.620]

You're not always going to retain one hundred percent of the buyers that are on your list. You're going to have people that want a refund. You're going to have people that hate you. It just that's what happens to you. You won't have many. But, you know, you're going to have people that. That 80% of your list is not going to generate the majority of your revenue. 20% of your list is. And so it's really important to continue to fill the pipeline.

[00:54:48.050]

And I can tell you right now that we're in a mix of we got a little bit complacent. In the past two or three months about Lesterville Day, and I'm feeling it right now, I said to you last night: "Dad, that next week don't talk to me because all I'm working on our list building and fires campaigns next week"

[00:55:11.140]

Well, and that's the thing that we need to focus on is not so much complacency. I'm going to the beach. It is complacency around an area of your business, right. This the sales are going great over here and this campaign is working really well. So let's not do any more Facebook ad-libs. But it happens in companies everywhere because even big companies. So when you see, like, a company that gets hit for because of what they do, the first thing they did was cut their marketing.

[00:55:40.420]

Right. So marketing always seems to be like the first thing that goes at a company level because they can show stock if it's a public company. Because they can show fewer expenses fast that way. But what that does is long term damage because you don't have the pipeline filled anymore. Right. And public companies that are beholden to stockholders don't have the luxury of looking down the road a year and saying, what's the marketing going to do for us? They have to report at the end of the month to the stockholders how they did this month.

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[00:56:14.410]

And so they're looking for ways to cut expenses everywhere they can. That's what happens when you get complacent. Yeah, OK, sales of final products, sales, and product ClickFunnels required for these things. And you have to know a little bit about that. Talk a little bit about that today. Ongoing campaigns and communication can be tedious. That's a little there's a lot of work in building the ongoing campaigns to keep the communication up with your buyers, that you can't get buyers on your list, and then just ignore them.

[00:56:44.440]

I mean, that's crazy talk. And we never do that or try never to do that. In fact, probably we talk too much to our people, but we do what we can with campaigns and communication. In refunds, nobody wants to talk about refunds, but stay on top of refunds with a safe program. How can I make this right? Or with a refund that, you know, either if this is a serial refund or that is not a buyer, and we're going to talk about the quality of buyers a little bit later too.

[00:57:18.750]

But a serial refunder is somebody that you blacklist. You don't want them on your system, but somebody else is a legitimate issue. You help them as fast as possible. Get that refund. OK. All right, so my favorite five methods for building a buyers list are low-cost products, webinars, bonuses, live events, and WarriorPlus platforms. We're going to talk about these things and some other things as well today. But these are ones that we can go over in our later session today about methods and techniques and strategies when we get to these things.

[00:57:56.730]

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OK. So up next, is the infrastructure, what plumbing do you need to successfully build a buyers list? And we're going to take a little break here. John.

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