

Tam: Welcome back. We are on our final module of Bot Academy, Landing Clients. It's Tam Pham. We have . . .

Andrew: Andrew Warner.

Tam: Yes. You know us. And we're going to be so excited for the most important, most requested module of the whole Bot Academy, is around landing clients. And I want to dive straight into it. So, we're going to turn off our videos and straight . . . go deep into the module.

Andrew: Let's go right into it. All right, I'll do the same. What's our superpower, Tam? What are we going to get at the end of this session?

Tam: By the end of this session, you're going to be able to sell bot services systematically. Not only will you be able to target the right clients, sell them demo, but you also have a system on how to do exactly that. And I want to show you how this all fits into the bigger picture. We finished building your chatbot. We know how to set it up a really great, profitable, marketing chatbot. We know how to write copy for this chatbots. And now, we know how to grow subscribers.

This last module will tie everything in together to show this value that you can bring to your clients and their businesses. And this module is broken down to three different parts. And this part is going to be around targeting and selling, who is your target client and how you will sell to them. But first, I want Andrew to tell you a story.

Andrew: So, check it out. I did this incredible scotch night at a conference that I was invited to speak in about chatbots. And the truth is that I actually didn't really do this. It was done for me. I've done scotch nights for, I'd say, five years consistently, where people come to my office and do scotch. I've done scotch right in my house, and still, none of this was arranged by me. I had no idea what the room would look like. I had no idea what scotch was going to be delivered. I had no idea what food was going to be delivered.

And as I looked around, I was kind of proud of that. Not only did I not have to scramble at the last minute of the conference to get the room, to make sure it was right, to make sure that we had whiskey, to make sure that we had the right drinks and food, but I looked around and I saw people that I didn't know before, like, Zak. I got to see people who I met before and hadn't met each other. Like, the founder of ManyChat got to meet people from ClickFunnels, and got to meet other chatbot makers, like Mary from our course, got to meet other people who create software.

And the reason that I'm bringing all this up is because I'm proud that I didn't have to do this even though I could. And it was better than if I'd done it myself because our team here at Bot Academy, Megan

specifically, who I hired to help me with relationships and partnerships at Bot Academy, put the whole thing together. She made sure that not only was it done at least as good as I would have done it if not better, but also because she brought in her perspective. And all the relationships that she brought in to Bot Academy when we hired her, she was able to find people that I wouldn't have thought to invite to this party. And that's why we had such a great time at this conference.

And I'm saying this at the start of this session about how to find clients because I know that if you're listening to the sound of my voice and you've gone to the modules up until now, you're probably thinking to yourself, "Who would want to hire me to do this? They could do this themselves? Why would anyone else hire me to do this?" And the reason is that busy entrepreneurs, busy business people, busy marketers don't want to do things that they can do, and they know that someone who's obsessed, someone who's focused on it is also going to do a better job than them. So, that's why you, because you are somebody who focuses on it and you're good at it, and because they don't want to do it and they couldn't do it as well as you.

And so, our goal here is to get you to those clients and to get you to do demos for those clients, and to get you to the point where you can sell to them. But if you ever have that little voice in your head that says, "Why would they just not do it themselves," I want you to think of the scotch party. I want you to look around at all the business people who you know who aren't doing things for themselves. They hire professionals to do it for them. You are now one of those professionals and we're going to get you to the point where you can get those clients.

And how are we going to do that? Well, here's our seven-step not sales process, but demo process. We have found that if you do the demo right, if you do it, people will mostly want to just buy at the end of that demo because they see the power of it. They've worked with you to think through how it could impact their business. And now, they're ready to buy. And you're going to see that by the end of this session. We're going to walk you through all this in the first part. And I'll explain all of this in more detail later.

But the first part is identifying the right clients. You have to know who you're going after. And I'll tell you, we at Bot Academy, we get clients and we made this mistake in the beginning. Here's one of the mistakes that we made. Check this out.

This is the form that we now have for anyone who wants to talk to us. Actually, it's often laid out a little bit better than this, but we keep editing it and changing it. And you'll see that one of the first questions is, what kind of marketing are you doing now? And the reason that that's one of the things that we ask is in the beginning, we were

so excited that people wanted to talk to us about having a chatbot built for them. And so, we get on a call with everyone.

And we get on a call with people who often didn't even have websites, just had ideas for what they wanted. Didn't even have any marketing, just had ideas for how great their product is and why people should go to it. And we get on a call with them. We'd say, "Great. Do you want this?" And they'd say, "Yes." We say, "When do we get started?" And they say, "Actually, I don't have the budget for it." And we think, "Why are we wasting our time entertaining people who are just not ready for it? Let's start to screen out people whose businesses aren't far enough along. Those people can do it themselves or they could just go work on the rest of their business before they could hire professional to build the chatbot for them."

And then, we started going after people. We have questions that we put up for anyone who wants to do a demo with us where we ask them "What kind of marketing are you doing? How are you doing it?" And the reason we ask that is because of someone like this one client who I won't mention their name who came to us and said, "I want a chatbot." We said, "Great. It's going to cost you." And at the time we were charging \$1,000, she said, "Wow, that's pretty cheap. Okay. I'll pay you." And so, she paid \$1,000 and she got her chatbot built, and she said, "Okay. Now, what are you guys going to do to get me more subscribers for my chatbot?" And we said, "Well, that's actually going to cost a little more money if you want us to keep maintaining it for you." And she said, "But I just spent money to build the chatbot." And we said, "Okay. Well, let's talk about the kind of marketing you're doing to get people to your site." And she said, "I'm not. I've got a podcast. People are listening to my podcast and I'm not really good at getting people to come off my podcast to the website." We said, "Ooh, we're really going to have to do a lot of work then with you and it's going to cost you more money." And she was disappointed.

And so, what we say now is if you want to talk to us, you have to have a business and you have to have a budget, and you have to have some traffic. And so, when you're identifying your right target audience, your right target clients, we want you to go after people who are far enough along and those people often are email marketers, meaning they already have a list, already building their list on an ongoing basis. They're good targets and Facebook ad buyers. Facebook ad buyers are already in the Facebook ecosystem. They're ready to buy and they want you to help them get the most out of every dollar that they spend.

Here's a good example. This is David Siteman Garland, one of many customers who work with our graduates. Look at all these emails that I got from him over the years. I did a search in my inbox for David Siteman Garland in manage your subscription, and it just goes on and on and on and on because he's a good email marketer. He gets people into his funnel with Facebook ads. So, he's a great target for you.

So, that's who you want to go after. He ended up working with one of our graduates and he had a bot built for him. Here's a screenshot of it. That's the type of person that you want to go after.

Email marketers, Facebook ad buyers, people who are far enough along that they could afford you, that they want you, and that they need you because they can't do it themselves. People like . . . Tam, you got the screenshot. Why Tim Ferriss? What's he doing?

Tam: Yeah. Well, like David, David was selling online courses and some other products that he had, and Tim Ferriss who's an entrepreneur and also author of several books has products as well. And when you have products, you want a way to engage your audience. He also has a very popular blog. So, on top of selling products within his messenger chatbot, you'll notice that he also engages you, gives you free content, gives you free bonuses, gives you free guides on his morning routines, and so on in order to, one, nurture the relationship between you and . . . you know, him and his audience and also, in order to make sales. So, when he launched his recent book, "Tribe of Mentors," he used a Messenger chatbot in order to drive more people to buy his book.

Andrew: Yeah. He's buying tons of Facebook ads. He's been doing email marketing for a long time. He's a great potential customer. It's a good example of the type of people you want. How about this, what's Four Sigmatic?

Tam: Yeah. Four Sigmatic is a coffee company where they sell mushroom mixes of different tons of mushroom mixes for different benefits. I don't want to go too much into the details of what they sell. But what's most important is that Four Sigmatic is an e-commerce company. And like many e-commerce companies, they rely heavily on Facebook ads. They buy Facebook ads. They track return on investment on almost everything they do and they are constantly spending money and their budget on marketing. So, when you want to target your ideal clients, you want to find someone who has these marketing budgets. And Four Sigmatic, like many other e-commerce companies, do have the budget to experiment with Messenger and get more sales from this because they are already established.

Andrew: Yup. They've got a budget. They've got revenue coming in. Someone who's doing over a million dollar in sales is not going to have a hard time paying \$5,000 to have a chatbot built for them, especially if they can help them grow their sales. So, we want you to think about one group of people to aim at first. Is it going to be chiropractors like one of our graduates? Is it going to be e-commerce companies like another company that we work with? Come up with one. It doesn't have to be the right one. You can start with a theory of who you'd be good for. And if the area doesn't work out for you, move on to another, and another, and another. But try to think of a specific

group of people.

And the reason we want you to do that is because we want you to get good at talking to them and we also want you to keep scaling in mind from the start. And that means that once you create a chatbot for one type of client, once you know how to work with one type of client, it's going to make getting a second similar client that much easier, and a third, and a fourth, and so on. In fact, this is the way it's been done online for pretty much forever. Here's an example of how that's done on the web world.

This is a company called Envato. They have a marketplace of themes. This is website themes specifically not just for doctors, but dentists. And there are 314 of them. Dentists and people who create websites for dentists don't want to start from scratch. They know that they're going to have a much better chance building a good, strong site if they start with a template that's built for them. And so, we want you to think, "How do I create templates internally? And we'll show you in a moment how to do that.

Here's another example, Squarespace. You go to Squarespace. You set up a new account with them. You don't have a blank slate. You have a template. Here's a selection of their templates for photographers. So, if you're going after photographers, you want to think not "How do I just accommodate this person?" but I'm going to be thinking towards this person, first and foremost, but I'm going to keep an eye towards the future and "How can I turn this into a template that I can sell to other people?"

So, let's talk about how to do that, how to clone your bots for clients with similar businesses. The mechanics are going to keep changing within the software, but we want you to at least be familiar with it so that you can do this.

When you into Settings in ManyChat, select Clone The Spot. You're going to see that you can, at this point, at that moment that I'm screenshotting this, growth tools are not possible to clone. But in the near future, probably by the time you see this video, you'll be able to do growth tools, too. You are able to copy everything, all the flows, all the messages, all the keywords. Everything that you built for one dentist, you can copy to another dentist. Everything you built for one photographer, you can copy to another one. So, you can copy the whole thing, or maybe what you want to do is just copy a few of the flows. So, clone the flows.

The way you do that is you come into here. This is the sequence. You grab the sequence that you want and you can copy that by going into these dots, right there in the upper right of your screen. And there, you can enable sharing. You can copy it. You can clone it. You can make it available to other people.

This little tool, this section of the software, this section of building a chatbot is so little known that I think many of you are using flowcharts to design for your clients and then show them what their chatbot looks like. You don't have to do that anymore. You can actually even use this section of ManyChat to create images, to pitch to clients. The way you do that is you go into Share This Flow, and you get a PNG. You can download that PNG. Here's what it looks like, an actual flow of ours. Download this PNG and you could show it to your clients.

You could see ours are pretty simple. If yours are a little more complicated, they'll be a lot easier to show it to them using this type of flowchart. So, it's built into your software and you're able to use it to copy for future clients and also to show potential clients how they could work with you.

All right, since we're on the topic of finding clients, I want you to think not in terms of where do I find the client, but where do I find a lead fountain. This is something that took me a long time to learn. This is something that took me a very long time to learn. Here is "Mixergy," the podcast that I've been running since 2008 with proven entrepreneurs like the founders of Airbnb, Dropbox, Wikipedia, so many others. I got to over a thousand interviews. It was hard for a while there to find the next great entrepreneur, the next great person whose company was sold.

And I was really struggling until a friend of mine said, "Stop looking for entrepreneurs. Start looking for entrepreneur fountains. Stop looking for ideas. Start looking for idea fountains." I said, "What do you mean? What do you mean by that?" He said, "You keep saying, "How do I find one new person?" I want you to think of a place where you can get a lot of them, like a fountain of them. For example . . . " and he showed me this search. He said, "Go to Google. Do the search, site:techcrunch.com acquired." I said, "Oh, look at this. All these different people had their businesses acquired." And I started going after them.

That first, at the very top of the list, was the founder of Twitch. I asked him to do a course with us. And that's what you're looking for. Look at all these companies. TestFlight, acquired. Runtastic, acquired. Parse, acquired by Facebook. Xobni, acquired. So, all these different entrepreneurs could be potential targets for me to go and ask to do a "Mixergy" interview. That's what you're looking for, not individual sources, but idea fountains.

Later on, we're going to get into more details about what our seven-step not sales process, but demo processes. For now, I want you to know our first step is to find possible candidates. And to do that, you're not going to look for one option. You're not going to look for

one at a time. You're not going to say, "How do I find an idea for another person?" You're going to say, "How do I find an idea fountain?"

And one is, here's a similar Google search for us. Go to Google. Search for "top online marketers." You're going to get a bunch of people. Go to Google. Search for "top email marketers." You're going to get another list. Go to Google. Search for "top online summit marketers." Those kinds of keywords are going to help you find not one person, but a collection of them.

Look at this. The screenshot you see in front of you is bringing up Neil Patel who is one of . . . who's working with one of our graduates. You see Rand Fishkin. You see John Rampton. You see Larry Kim. You see so many people there. That list is 50 long, couldn't even fit in that top box on Google. That's one idea fountain.

Here's another one. Go to your Inbox. Search for the word "unsubscribe" and you're going to see all the people who've been emailing you over the years. These are the different newsletters. This is from one day, by the way. I took a screenshot. The day wasn't even finished. We're midway through it. So, you can see, we have a lot of them. And so, you want to find the people behind them and ask them about chatbots. Lots of different keywords that you can use. Here are some right here. Look at this, "manage your subscription," "unsubscribe," "click here to unsubscribe," unsubscribe here." You're going to find a bunch of them and it's because every email marketer has to have one of these on the bottom of their email, the word "unsubscribe." So, these are possible candidates.

John Lee Dumas also worked with . . . actually worked Tam Pham specifically to create a chatbot, and he's got one that's rocking for him. So, this process works. This is how you're going to find your people. Not one at a time, but by finding idea fountains, lead fountains.

Of all these people, how do you reach them? Well, Tam had a really good shot at working with John Lee Dumas because John and I are friends and I was able to introduce the two of them, and he built a chatbot with and for John Lee Dumas. That's the way I want you to think, too. Look for people that you already know. That's the secret of business. It's an unfair advantage. It sucks sometimes. But if you have any relationship with someone, start with them. If you had it, you have to use it.

My entrepreneurship professor at NYU, Professor Craig Boyce [SP] said, "I will not stand for you, guys, just standing up here, giving your presentations without an unfair advantage." And we said, "What?" "Because, yeah, you have to have an unfair advantage." I'm going to say the same thing here. Your unfair advantage is all the people in

your inbox right now, all the people that you know.

One way to do that is to just go into your email program and look for your contacts. Just scroll through them. Another way is to do what I said earlier. Look for "unsubscribes," "click here to unsubscribe," and start with the ones who you have worked with or talked with, or saw the conference, and shook hands with. Those are going to be the best. The closer your relationship with them, the better it is. Don't be embarrassed. You've got an opportunity here. You're going to introduce them to something fantastic and you're not, as you're going to see later on, going to sell from the start, so it's fine. Start to think of them.

Go into your contacts, really. Pause this video, go in there, and get them. When you come back, I want you to pause the video and then go get your LinkedIn people. Go into LinkedIn. Do searches for phrases like "social media strategist." Everyone who's listening to my voice right now is going to have a different search result for that, a different collection of people who they're close with. Look for that. Your first connection is your best. Your second connection is your second best, and so on. And you could see that LinkedIn makes it easy.

Here's another one. Do a search on Facebook. I like this phrase in . . . and Facebook changes their search terms, so you might have to play around with it. But I did a search for my friends . . . actually, this is Tam. I think I did a search for my friends who like marketing. And boom, you end up with a collection of people who you may not have even known are into marketing and they're good candidates for you. Don't worry about how you're going to sell to them. Don't worry about coming off as a sleazy salesperson. We will never let you be that. You're going to help them. You're going to set up demos for them. And if they want, they're going to ask about it.

Here's another way to do it. This is a Facebook group, Badass Marketers and Founders. Anyone who's in here, if you're in that group, you have the ability to message them. They are potential people for you to go after. So, these kinds of groups that you're a part of are another lead magnet, another source for you.

You are not selling to them. Do not feel like you're going to push them until they buy. You're not a sleazy insurance salesman from the 1950s who will not take no for an answer. You have, as Tam said to me, "You have a superpower and you want to help your friends. You're going to show it to them."

Okay. Let's review. Your ideal client already does online marketing. I want you to start. So, look for those people. Number two, start with a theory of who your target is and then refine it, and adjust it, and improve it. So, maybe you start out looking at chiropractors and then you realized, "Actually, I don't have enough knowledge about

chiropractors. They don't need me." But what about dentists? What about this other group? But have a theory and be willing to adjust and refine. Number three, sell to people you know first. Start with them. Number four look for not leads, but lead fountains. Not ideas, but idea fountains. And number five, start with the end in mind. You're going to start to clone your flows and bots for other clients. So, think about that as you're creating. Think about that as you're going after clients. Okay?

So, let's continue here. How do you find a way to talk to them? How do you get in with them? Our second step in the seven-step demo process is to collect their contact info. And in the past, I only used to show this. This is a spreadsheet that we built internally so that my team can go and find just about anyone's email address. And we'll give to you and you can use this to find the email addresses of the people that you are targeting. You can see my email address right there. It's so easy to find. You can plug in yours for your work and see how well this works for you.

When I went beyond this spreadsheet as a way of finding contacts, I would show people this. And we're going to give you both of these, by the way, in the resource section of this module. This is a product hunt list of email tools. Tools for finding email addresses. I have a subscription to at least one and maybe even as many as five of them, paid subscriptions at any given time. But there are free options in here, too. So, you can find email addresses using the spreadsheet that we're going to give you, using one of these tools that we'll give you a link to. And in the past, I used to stop there and say, "Boom. Get their email address and go after them."

But you know where I'm going with this. It's getting harder and harder to reach people via email. And so, what many of our members are doing is reaching out to potential customer using Facebook Messenger and using LinkedIn InMail. I should have known. I should have known. And it's working for them. If you have any connection to the person on either of those platforms, you're going to be able to get through to them. If you don't, if it's a distant connection, I want you to go back to email or with our tool, or using product on tools because LinkedIn and Facebook Messenger prioritize messages from people that you're connected with and they basically hide the ones from people that you have a distant or no connection with at all.

Okay. So, you get their email addresses or you get their LinkedIn links, and you get their Facebook Messenger links, or however you prefer, and then you earn the right, as we'll show you later, to say, "Hey, I completed step number two."

Step number three is still not selling. Don't worry. We're not going to make you into a sleazy salesperson. You're going to . . . touching, actually, could also come across as sleazy. Couldn't it, Tam? But

you're going to touch in with them without selling and we're going to use our email or our Facebook Messenger, or LinkedIn, or whatever, whatever you like, and that's step number three here in our set of steps.

Here's what touching in means. Touching in is the opposite of every salesman who's influencing or jumping into your inbox. What do they do? They say, "Hey, I've got this great thing. You want to sign up and buy it?" I get so many emails from people saying "We have this great virtual assistant. Do you want to hire them now?" Or "Andrew, I've got this great new software. Do you want to try it right now? We can do a demo and we can show you how to buy it." They're basically selling, selling, selling.

Or frankly, since I've got that podcast, there are so many people selling their clients as potential guests on my podcast. There's never anything nice. There's always a hard sell. It doesn't work. So, your step number three is going to be more human. It's going to be like the dog walker who, when I was at lunch with a friend of mine, she walked over and she said, "Wow, what a cute dog." And you know what? Tucker is a freaking cute dog. So, yes, I was glad she said it. And then she knelt down and she looked at my dog, and she pet my dog. And she looked up at me and she said, "Oh, he's a Jack Russell mix, isn't he?" And I said, "Yeah. How did you know?" And she told me. And then she said, "You know, I'm a dog walker so I have a lot of familiarity with dogs. I really like yours. If you ever need a dog walker, here's my card." Of course, I took the card. If she just would've walked over and said, "Hey, would you hire me to walk my dog?" I would say, "No." Well, I would've taken her card and said yes to her, but then toss it away. But now, I found someone who I like and I'm much more willing to hire. And that's how she gets clients like me.

So, your first thing is to do what she did, to touch in. Here's an example of what that looks like. This is an actual email I sent to Michael Hyatt. I said, "Wow, that was nine years ago. I just read a post and I linked his post on your site that helped me with my email issue. And when I scrolled to the bottom, I noticed you wrote it a decade ago. Thanks for reminding me of the importance of producing content that lasts." This is genuine. There is no template I can possibly give you for saying something genuine. All I can do is tell you "Take a moment. Look at each potential customer. Get something about them that you like and send it to them. Tell them about it."

So, it could be, "Hey, I just read your tweets and I like this thing that you posted last week about whatever," or "I just saw your Facebook page," or "I just read the email that you sent me. I've been a subscriber for nine years and the one that you sent me about your mom was really touching." Just say that. Don't even tell them "I do this or I do that." Look at how fast Michael Hyatt responded. This dude is a busy man. Look at how fast. An hour and 10 minutes after I

sent it out, I got a response back. I'm going to blur out his response. That's what we're talking about.

If I would have said, "Hey, Michael, do you want to buy from me? Hey, Michael, do you want a demo," he wouldn't have responded that fast. Even though he's someone that I've known, even though he's someone who loves people, he's busy. But say something genuine, that's powerful. So, that's your next step. You want to touch in.

Step after that is now you don't sell, don't push. Offer to do a demo. Show them what this can do. So, a week later, three days later, don't let yourself go more than a week, send him a message. Here it is in context. You're going to offer number four, step four, to do a demo. At that point, offer to do a demo. "Here's our template. In this case, I actually can give you a template, you know. Before I look at the fill in the blanks, let me show you what it looks like with completed sample in it. You're going to get this so you can copy it and paste it, and use it for yourself. But let me read it to you." Tam, is it weird that I'm reading it to them even though they see it on our screen?

Tam: No. Go for it.

Andrew: And by the way, you can see in the upper right those two animals who are in the Google Doc. It's because I took a screenshot of this. Our members actually use this because they're anonymous when they use this. When they copy it and send it out, Google puts those anonymous animals at the top right, that blue and the green. So, this is being used all the time by our members to get demos. Here's what we're saying. I clear my throat just like we did in elementary school or high school, sound important.

Subject, "Because you sell an email funnel course," telling them why. Body, "I know you have a popular course on funnel creation and I thought this could help. Can I show you how marketers are using Facebook Messenger bots to get more sales than email? I'm seeing over 80% open rates and 50% to 70% click rates. Marketing powerhouses like DigitalMarketer and Frank Kern are on this already, but so are big brands like 1-800-Flowers and Sephora. Since you're into funnels, I can show you how bots work for free in 15 minutes. Pick any time from my calendar." And there's my name underneath.

You can adjust this if you want into any way that you want, but I want you to see a few things here. Let's go into the template now. I'm in the subject telling them why, "because you . . ." I'm showing them that I paid attention to them. There's something about them. This is not a mass message. There's something about them. Yes, it's a little bit of flattery, but it's also a little bit of acknowledgment of who they are. And so, I repeat that in the body, "I noticed you . . ." and then I say something about them again. And so, that's sentence

number one in the body.

Paragraph number two is "Can I show you something that these marketers are using?" "It's getting . . ." and I give them the stats. So, I'm telling them what it is, being concrete, and also telling them why it's working and why it's interesting. And number three, I give them some social proof. I've given you here four examples to use. You can go with others. You saw Tam just show you Tim Ferriss' chatbot. If you happen to be going after customers who would respect, know, admire, want to emulate Tim Ferriss, you might want to replace Frank Kern with Tim Ferriss. Whatever it is, I want you to see that third paragraph, that's social proof.

And finally, we close with "since" and we tell them again why we're doing this. "Can I show you how this works in 15 minutes? Just showing you how this works and it's only a 15-minute phone call. Pick any time from my calendar." And again, I link to that calendar so that we don't have to go back and forth and say, "Are you free Monday? Are you free Tuesday?" Can you adjust this? Yes, I would leave that calendar at the end. I would leave the things that are important, which is them because of who they are. And I would take the key elements of here. But will you get results by using this as is? We found that, yes, you will. If you're going after a specific group of people, you send this out, and we'll talk about what happens if you don't.

But you've got a template here that lets them know that you pay attention to them and you also have had some past conversation in the last few days with them so that there's some reason for them to respond. And they often will. But you know what? Let's be honest. Not everyone will, even people who you think should. And so that's when the next step comes in, following up.

Here it is in context with all of the steps that you're going to be taking. This is Dmitry. He runs Criminally Prolific. This is a screenshot of his website. He talks on his website about how he walked away from . . . this is painful. I know it because I know him. He walked away from the companies that were acquired by Google because he wanted to start his own business. And he's now got a software company that does really well, a PR company that does really well. So, he went from wanting to be an entrepreneur to actually doing it many times over. He's a well-known person who's worked with many of the big companies that I know and that you know, and that we respect.

And so when he mailed me to ask to chat and then said, "By the way, I'm working with Mary." I responded and said this, this is the screenshot. I said, "Dude, just read your site. You've done a lot since we last spoken." He and I first met, I think, and had dinner when we were both in Argentina. I was living there and he came to visit. I think not there, then D.C. So, I caught up with him. And then, I said, "Hey, how did you get Mary? How did you connect with

her? She's phenomenal." And he explained a little bit here. You can see it. He said, "She was on my email list and messaged me when I was launching my course over email, she let me know about ManyChat and her service. And that actually didn't tell me much.

So, I called him up. I said, "Dmitry, tell me about Mary. How did you get her as a client?" And he says, "Long story. How about we talk about it in person?" So, we got together in person and we had breakfast. And I said, "Okay, listen. We've been talking about a lot of stuff right now. Let's get to the thing that I'm really curious about, which is how did Mary get to work with you, Dmitry." And he said, "Oh, at first, I actually said no to her because I was busy. I was doing this whole launch." I said, "Okay. So, how did she get to work with you?" And he said, "But she kept following up with me and teaching me via email and telling me about this whole chatbot thing. And so, I finally said yes. And I signed up and she created a chatbot for me." I said, "Aha, that's interesting."

So, as you look through this seven-step demo process, notice it's seven steps, Mary, who you know is one of our graduates who's building a phenomenal chatbot business, hers might be like a 15-step demo process where we have one step, step number five, is remind people who didn't respond to your offer to do a demo. We have one step saying, "Hey, remind them that you did the demo." Send an email saying, "Hey, I offered to do this demo. You didn't follow up. Just in case you thought I was charging, it's free." So, step number five is that.

For her, she might have had eight steps like that where she was pinging Dmitry again, saying "Hey, I offered to do this demo. Even if you don't work with me, you should see this new thing about chatbots." What's phenomenal about Mary is she is not pushy. She didn't say, "Dmitry, you should buy. You should hire me. Dmitry, you should do this now." She just reminded, soft follow-up. "Soft follow-up, really powerful," that's what he told me.

So, that's our step over here, step number five. Remind them to do a follow-up. Don't take it personally if they don't respond. Remind them to do a follow-up. That's how she got Dmitry.

Tam: And Andrew, I think a lot about how I wanted to get pitched and how I receive the pitches. So, for example, some folks might aggressively try to make me hire them for whatever services they're doing, SEO, website design, or so on. And I get immediately turned off because they're pursuing me so aggressively and so much. And I think it's way . . . the service could actually help me. It could help my SEO. It could help our security on our website. But because of their approach, I'm less likely to say yes.

Whereas, if they came at a very helpful angle, like, "Oh . . ." like what Mary did for example, "Even if you don't hire me, here's what

ManyChats do and here's what you should pay attention to." Then, I'm like, "Wow. This person is like nice. And, oh, they actually have a service that I can . . . that I would want to hire them for." So, whenever it's time for me to think about hiring someone to build my Messenger chatbot, Mary's going to be first in mind, or the person who's going to be helpful and nice and kind is going to be first in mind to hire them.

Andrew: Yeah, exactly. If everyone listening to us right now were to think about who they'd ideally want to hire, who they'd want to work with, they would have the same conclusion. So, step number five, remind them to do a demo. Don't take it personally. Be on it. Be soft.

Now, we're going to do the demo next. Not a hard sell, but a demo. But since the goal of the demo is to sell, let's talk a little bit about what we're selling now. We're going to be selling bot set-up and maintenance. Not just one, but thinking through a long-term relationship with them.

Bot set-up and maintenance number one and number two. So, for number one, that includes a full sequence. I used to actually say only four messages. Mary, Kathryn Johnson was actually was in our office with a few other bot makers. And I said, "Hey, break up a tie for me. Tam says full sequences is what you sell at first. I say four messages and then you upsell the sequence later." Mary said, "No. I sell a full sequence. I want this to fully work for them." So, she was right. She made a really good case for it. It's included here in our course.

We highly recommend that when you start up, when you set up for your client, create a full sequence for them. Also, add a welcome message. Also, add a messenger greeting. Also, add a menu and any single growth tool. So, you don't want to overwhelm them with a button and a slider, and a landing page, and this and that, and that. Just find one growth tool to create for them.

Start by charging \$1,000 set-up fee. This is the bare minimum, the bare minimum. And we actually have seen that charging multiple times that is even better. The bare minimum.

Let's talk about maintenance. Your maintenance is you're going to be improving the numbers. So, you get paid on a monthly basis. Part of your agreement is you're going to be improving their numbers, getting them more subscribers, getting them more people to click, adjusting the copy so that you get more people engaged. You're going to expand their funnel. You're going to fix the things that break. And things will break because Facebook adjusts, ManyChat adjusts, etc.

You're going to test new features like payments. Messenger adds a new payment feature that includes Stripe. Your client happens to use Stripe. You want to try it. You're going to be the person setting it

up. You're going to send out broadcast messages for them. They have a Christmas broadcast. They have a request to get people to come to their Facebook Live, whatever it is, that's on you to send out. They just let you know. You're going to create extra landing pages for them. You're going to build content upgrades for them.

As we showed you all those things, now they're coming into play. This is your maintenance fee. It goes from building all that. And you're going to set up their Facebook ads if that's what you do. You don't have to do every single one of these if Facebook ads is not the thing that you do. If content upgrade is somehow not something that you're crazy about, just don't include that. But I want you to know, these are options for what you do, for what you can offer.

Start charging a maintenance fee of \$250. We want to give you a number that you can start with. We know that some of you are going to adjust. But if we had to recommend it based on our conversations with our graduates, they urge us to say, "No less than 1,000, no less than 250 for maintenance." And they urge us to say, "Increase set-up and maintenance fees with experience as you get testimonials and as you get case studies."

Tam, who's this guy here with Oprah?

Tam: That guy's name is Mastin Kipp. He hired one of our . . . he came to Bot Academy because he wanted a chatbot. And we introduced him to one of our certified bot creators, which was . . .

Andrew: Why don't we just throw out the name of the person? I think we could be okay with that.

Tam: Go for it.

Andrew: Steven Braden [SP], one of our graduates. You guys can see him in our group. And he went out and he met him in person.

Tam: Yeah. Mastin actually flew Steven to one of his conferences he was speaking at. And because he did such a good job with Steven, he hired him for even more work at a higher fee and for a longer maintenance . . . or for an ongoing period. So, this just goes to show about how . . . who comes to Bot Academy as clients, but also like the potential of doing really well with one client, and how that can escalate to even more maintenance fee, more set of fees, and more business.

Andrew: And the big takeaway for me for him was he said, "Steven, you guys need to be charging more. You guys need to be charging more. We value as clients agencies that charge more. We think more highly of them. And this is worth more than what you guys are charging." And I keep hearing that in my head. I remember talking to Steven about it

after he got back from the trip. I'll never forget that.

So, we're giving you a number because we need to give some number to get started with, 1,000 and 250. But we want you to think of this story and how he told Steven Braden, "You guys need to be charging more." So, think about that and keep aiming for higher. Don't be the lowest producer. Be the best.

All right, so action items. Tam, do you want to take this? I'll give you mouse control and everything so you can lead us through what do we do once we're done with this.

Tam: Definitely. So, action items, as usual, do we want to take action on everything we learned in this video so far? First action item is we're going to write down what your ideal client might look like. We've shown you author. We've shown you e-commerce. We've shown you a couple different ideal clients that you can choose from. And I'm curious, what would your ideal client look like? And they have to be not only have a marketing budget and have products to sell, but think about the ideal client that you would want to work with. Even though e-commerce might be a great client, would you personally want to work with e-commerce versus authors, versus other startups that would be great clients either in the email marketing space, Facebook ad buyers, and so on?

So, number one, write down what your ideal client will look like. Number two, I want you to write down one lead fountain you want to explore. We covered all the different lead fountains that you can find in order to find clients. And on top of that, we want you to also make a list of 10 people you already know. I got to work with John Lee Dumas because Andrew was already longtime friends with John.

So, this just goes to show about how powerful your network is. And you might be thinking, "Oh, I don't know anyone in this space. So, I don't know any marketers." You'd be surprised if you make an ask, and you'd be surprised about who people actually know. So, please make a list of 10 people you already know. And then, ask them. Ask those 10 people if you can make an intro or if they themselves personally are ideal clients so that you can give them a demo. And you will never get what you want in life unless you ask.

Andrew: All right. We'll see you in the next section.