

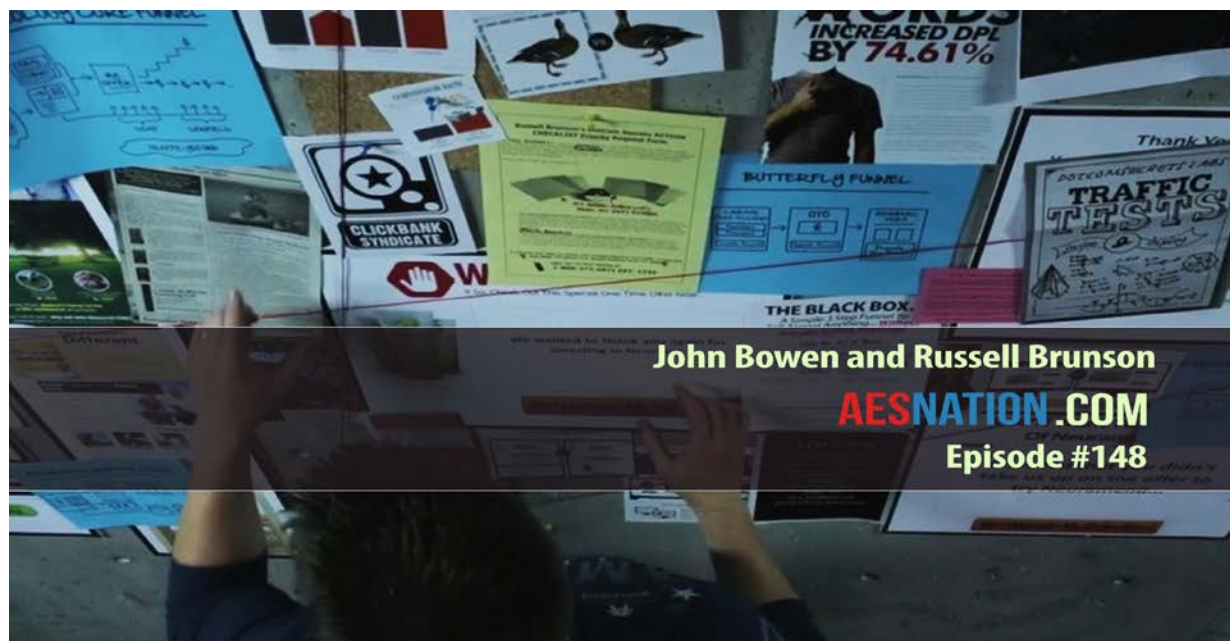
AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
148

Russel Brunson

Show Notes at: <http://www.aesnation.com/148>



Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we want to make that dent in the universe, and the only way we can do it is we've got to attract the right clients to us and serve them extremely well. Most of us feel we're doing a good job, we've nailed that client experience, but we are now ready to scale up even more and have more of the right clients. Well, you're in luck. I've got a remarkable young man who is one of the top marketing gurus out there. I have been following him on video and books. As a matter of fact, he and I were just at Joe Polish's Genius Network meeting. He was so packed, I never got a chance to talk to him, and then I ran into him at the airport, and we booked this right away. I wouldn't let him go, even while he was eating dinner. It's that important that you pay attention to this, because he has made online marketing, really any marketing, so simple, that you are going to be able to really attract that steady stream of new clients, new customers, no matter what you do.

I'm John Bowen, you are at AES Nation, it's all about accelerating your success. Stay tuned. You want to meet Russel Brunson. It's going to be well worth it.

Russel, I am excited to have you here. You heard that introduction, and you know that I did accost you at the airport. Thank you for joining, I really wanted to share you with our audience, because you are making a lot of things happen. We'll talk about your book along the way, but when I got your book, I didn't know who you were. You were doing a great promotion on this, we know a lot of the same people, but I was reading the book and it was like, "Wow, you just get marketing and lay it out so that guys like me can understand it instantly. Congratulations on a great book.

Russell Brunson: Thank you, I appreciate that. I put a lot of time and effort into it, and glad you liked it.

John: I want to share some of the secrets, because there are a lot of things that you're doing that I'm now tweaking some of my things that were already working well that are even getting better. Russel, one of the things I always like to do is start with the back story. I know a little bit about it because of the book, but share, how did you get ... At a relatively young age, you are just knocking it out of the park, and you're making a huge difference with fellow entrepreneurs, helping them be more successful. How did you get to this online stuff here?

Russell: Well first off it's been an amazing journey I never would have dreamt was ever going to happen. Had a chance to meet some of the most amazing people along the way

and serve entrepreneurs who were changing the world, and spend awesome ... I couldn't have hoped or prayed for anything better. For me, it's kind of funny and people will always laugh when I tell this, but it started for me when, I think I was twelve or thirteen years old at the time, and my dad was up late watching the news. Usually he makes me go to bed, but for some reason that night he didn't, and I was laying on the couch just watching TV with him. The news ended, and then I think M*A*S*H came on, it was playing the M*A*S*H music, and he didn't say anything again, then M*A*S*H ended, and I was like, "I can't believe you didn't make me go to bed yet."

Then this infomercial came on with this guy Don Lapre, who unfortunately passed away a couple of years ago. He was on there talking about how he's making money with tiny little classified ads. He's talking about how, I remember he told a story, "I ran this ad in the newspaper and made thirty dollars. I told my family and they all made fun of me." He said, "So I took that same ad and I put it in a thousand newspapers and I made thirty thousand dollars." I'm this young kid sitting there, and it made sense to me. It was so clear I couldn't even explain it. I'm looking at my dad like, "Dad, are you not seeing what he's talking about? We need to get this." My dad kind of laughed, and I wrote the one eight hundred number down on my paper, and I was like, "We need to buy that." But I didn't have the forty dollars that you needed to buy it, so I asked him for it and he said, "No, you got to go work for it, because you want it."

I spent the next month mowing lawns and doing yard work til I got forty dollars, and I went and bought ... In fact, I still have it, I can see right from here on my shelf, way back then. That was my introduction to direct-response marketing, which was so cool. I didn't have the money at the time to even buy a classified ad, so I couldn't even write a classified ad. A little while later my mom took me to the grocery store and I saw a small business opportunity magazine, and had all these colors and stuff on, so she bought me that magazine, and inside there were hundreds of ads for every how-to-make-money thing in the world. I was on there, on my parents' phone calling them all up and, "Hey, can you send me your free info kit?"

Soon I was getting so much mail, junk mail from all these mail-order places that it wouldn't even physically fit in the mailbox at my parent's house. The mailman would come knock on the door and hand them the stack of junk mail, and then they'd give it to me and I'd go into my room and I would just read these sales letters at night. Every single one I knew was, "I'm going to be a millionaire if I could just pay for postage, or if I could just do-" And I couldn't do

any of them. I remember reading that and learning that when I was thirteen, fourteen years old. Then I got into sports and girls and kind of forgot about all that kind of stuff. I wrestled in high school, I was a state champ in an All American. I went to Boise State to wrestle.

One day, I'd just met my wife, we were going to get married, and I realized I was broke, and I was sitting there thinking, "How am I going to support her while I'm trying to wrestle?" There's was this little infomercial that came on TV, this guy down at a Holiday Inn talking about how you can get rich on the internet, and I was like, "I am in." I went to the Holiday Inn, and this guy started talking about all these concepts, and it was the same thing that I learned from direct mail, except for he was doing it with email, and that was it.

John: It was meant to be, Russel.

Russell: Yeah. Everything I learned ten years earlier was back in my forefront, and that began this journey that's been going on now for about twelve years of figuring out how to sell stuff online, and it's just been the most amazing journey.

John: What I like Russel is that you are really so focused. I can see from just knowing you a little bit, and the books, and the videos, and so on, that you really enjoy reverse engineering all this stuff, and making it work and work effectively, and then sharing it. I want to walk you through a couple of the concepts that you talk about in the book. Let's start with the secret formula, because that sounds like a great place to start. Let's not waste anybody's time about what is the secret formula.

Russell: All right. If you read the book, here's a picture for those who are on video so you can see it, that is the secret formula. Everything I do is always sketched out. I'm not a super technical guy, I like my white boards, I'm a visual guy. Somebody explaining somebody, and I have to white board, I'm like, "Oh, that's how it works."

John: I'm going to encourage, we're going to go to the book, but I got to tell you Russel, your drawings are phenomenal. I mean, it brings the book alive, and sometimes this stuff is esoteric. People get caught up, and you make that ... Really most of marketing it relatively simple. The secret formula is pretty simple.

Russell: Yeah, it really is. Again, there's four steps here. It's who, where, bait, and result. There it is, and I'll kind of walk through. The first step with any company, and I don't think

most company, business owners think through this initially unfortunately, but the first step, "Who is it that you actually want to serve?" When I got started in my business I never thought through that. I just started selling stuff as fast as I could because people were buying it, and one day I woke up and I had a whole bunch of customers that I didn't like, and I didn't want to talk to them or spend time with them, and I was miserable. About three years ago we sat down and said, "Who do we want to serve? Who inspires us? Who do we want to work with?" We sat down and said, "We want to work with entrepreneurs who are making-" For me it was between three and ten million dollars a year. We wrote that down.

Now we knew who we wanted to serve, and the next question is, "What kind of bait could I create that would get that person excited, make them come to me?" At the time ... I don't know if I have one right here or not. We created this book called '108 Proven Split Test Winners'. It was all of the split testing we'd done across all of our companies, my supplement companies, and some of my other companies, info product companies. There's all the split testing results. I was thinking if I gave that to one of my old customers, they wouldn't even know what a split test was, and they'd probably just throw it away. But my dream customer, someone who knew the value of that, would look at that and just be like, "I will do anything to have that thing." We made this book, it's like a hundred and forty-four pages of all my split tests, and instead of selling it we just gave it away for free. We charged shipping and handling and put it out there.

What happened was amazing. In the next twelve months, we sold ten thousand copies of that book, and the people who bought that book were all people who had big businesses, who were entrepreneurs, who were my dream customers, and from those ten thousand people we actually filled up two Mastermind groups of thirty people each at twenty-five thousand dollars a head, and another coaching group at twelve thousand dollars a head of a hundred and fifty people. Now I was working all of my dream entrepreneurs, everyone who had businesses they were ... It was perfect, but I had to create the right bait to attract my dream client, and I had to know who my dream client was, or else I couldn't do it. That's step two.

Step one is, "Who is your dream client?" Step two is, "What's the bait you're going to create?" Third step is finding out, "Where are those people hanging out online? Where are they congregating? What Facebook groups are they in? What email lists are they on?" Find out where they're at, and then you buy ads, you show them the bait, and after you have that customer, then you got to figure out, "What's the end result?" What can you do for them?

What's the best result you can give someone? For me, business isn't so much about a product. A product is kind of a means to the end. The end is the result they're coming to you for. In my case, they want to be able to transform their business, they want to take it to the next level. That's the result. I don't have a product for that, but I have a process.

We've got our high-end coaching, we've got our mentoring, those things is where I'm trying to take someone to. I think it's really important also, especially as we get deeper in the book into the funnel, you're taking somebody up a process where you provide more and more value to them. It's really understanding, "What's the big results you want to get for them?" That's the core basics of the secret formula. It's pretty simple.

John: It's such a powerful formula. I mean, I don't care whether you're online or whether you're offline, whatever you're doing, if you're providing ... Really, what we're all selling, and you said it well, we're selling the results. Who can we get the results for? That's the who part. Once we get clear who we want to serve and get that results, then what will attract them? As you said, the bait, and then where do they hang out? Let's not make this any harder than it has to be, because so ... I'm agreeing with you, because I've tried the hard way before, and you found out the simpler way earlier. You run into, I do a lot of coaching in financial services, and people tend to do shotgun approaches and they get the wrong clients, they're really not delivering the results because they're not specialized, and they haven't really thought it through. When you think through that whole process, it's a big deal.

Russell: Yeah. I wish somebody would've grabbed me when I first got started and said, "Russel, this is the secret formula." There were so much heartaches, millions of dollars I wasted, all sorts of stuff trying to figure it out, and you realize that and you're like, "Oh, that's it." Every single company that we've either done or we've rolled out since we identified that formula, it's not guesswork anymore. It's like, "Oh, that's who we want, this is what will attract them, that's where they're at, and here's where we're taking them." As soon as we know that then everything else becomes really simple.

John: For all our fellow entrepreneurs listening and watching this, this is critical stuff. You know this stuff, but what we all do as we get more and more successful, we complicate this. We get away from what's working and we line extend the who's, the baits, every part of it. The more we can bring it down and be really focused, and make sure we're getting the right people so that we can get the results that they're going to want, then it becomes this ongoing basis. What I love, where you take it from there ... Okay, so we've got this process,

we're really clear, and then what we all try to do, most of us as entrepreneurs try to be brilliant. "We're going to come up with a whole marketing scheme." Again, I like it, you don't waste any time Russel. "How can we go hack somebody?" You call funnel hacking, but, "How do we hack somebody who's actually already doing a great job with this group?"

Russell: I know that, because I learned that originally from Tony Robbins. I don't know if I heard him or if he told me, but he said, "Look, if you want to achieve success in life, you got to model those who are already successful." I thought about things I'd done. I was a wrestler, and I wasn't that good when I got started, but I wanted to be good, so my dad and I would go and we would find really good wrestlers, we'd bring a video camera and he would film them, and we'd go back and watch the matches and we would practice those moves. That's how I became ... Going from a bad wrestler to being All American to getting college scholarships and everything was that process.

The same is true with funnels. As soon as I know, "This is the mark I want to go after, here's where I want to take him." The reality is that I'm probably not the first person who has ever wanted to sell something to that market.

John: And if you are, then it's probably not a good market too, either. If nobody else is making money in it, it's a dangerous market to go in. At least diving in.

Russell: Oh totally. For me, now that the secret formula's taken care of, now I've got to find out who's already figured this out? Whose trail blazed it for me? I always say, "You can always tell who the pioneers are because they have arrows in their back and they're lying face-down in the dirt." I don't want to be the pioneer; I don't want to be the guy dying. Entrepreneurs, we always want to change the world, but the problem is that most of us either run out of time or money before we ever get there. I don't want you guys to run out of time or money, I want you to be able to do your mission, to be able to help serve and change the world in your way. What we do is we find someone who's already successful, and we find a funnel. Everyone sells funnels. That's how you get someone from traffic to customer to here's the result we're giving someone. There's a process we're taking somebody through.

John: How do you hack it though? I know, let's say somebody that I'm competing with, whether it's financial services or some type of b-to-b product or that, we're going after the

same people. I know they're doing kind of the same results, and I'm starting to see some of the things, but I'm not real clear on their funnel.

Russell: For me, it's like secret shopping almost, I have a really good time. The first step is I set up a Gmail email address that's separate from my normal one that I can, I want to see every communication that ever comes in. I find their funnel, and I go through the process. I go to the page; I give them the email address. I want to see every email.

John: You're a mystery shopper here.

Russell: Yeah, a mystery shopper. Then I go to their website, I do what every entrepreneur's got to become good at; pull your wallet out, pull your credit out, and buy everything they have. I think I funnel hacked eight different people yesterday, and then I record myself doing it. I click 'record' on, there's Camtasia or Screenflow, and I record the screen, and I start buying their product. I buy it really slow, and I watch the videos. Every video that I see, I take that video and I send it to a website called Rev.com, and for a dollar a minute they'll transcribe that video.

John: I love Rev.com, I use that too, it's phenomenal. You've got this video exactly; you've got the transcript.

Russell: And screenshots of every page to see how they structure their offer. I'm buying their product because I want to see every single step in their funnel and get a really good glimpse of, "That's what they're doing to be successful." How they're doing it, how they're positioning their offer, and when someone does buy, what the actual deliverables are. I have people come to me all the time, "Russel, what should I create for my product?" I'm like, "I don't know. Go buy someone else's product and see what they deliver, because they figured out what that market wants." If I was going to weight loss market I'd look at BeachBody and you see that they're shipping out packs of DVD's, so I would ...

John: They're doing something well.

Russell: Yeah, the model what's already working. There's no reason why we need to be creative. There's a point where we can be creative, but it's not up front. You be creative in your content, but not in how you structure those things. I funnel hack, and I get a really good glimpse. Then after I have all those pages and everything, I go on my white board back

here and I just sketch out, "Okay, first page I need to have is this. Second page is this. Third page ... " I go through all the pages, and I see that, then I go through my emails and say, "Okay, then they send out five emails talking about this, then three emails talking about this." And I diagram out exactly what these guys did, and now I have a blueprint. Now I'm not making up a ... I always struggle, people like, "What's your business plan?" This is my business plan. I funnel hack someone, I have a blueprint of exactly what they've done to make multi-millions of dollars, and now I know what I need to recreate.

Again, I'm not going to copy anything. I'm the most anti-copying guy on earth, but I'm modeling the framework, the layout, the price points, how they structure their offer, all those type of things, because that's like ninety percent of it. If you look at my split testing book it's interesting, there was not a single split test in that book where we ever changed the sales video. It was always things we did around the page, like page layout. My people never caught that when they went through. All hundred and eight tests, there wasn't a single test that changed the sales video. In some of our tests we had two, three, four hundred percent increase in conversions. It was all structure, so the page structure and layout is as important, if not more so, than the actual videos that's selling the thing. If I can model that initially, the structure and the layout, it gets ninety-five percent there. That's called funnel hacking.

I would typically funnel hack two or three people, just because it's not good if you funnel hack someone who's broke, and sometimes you don't know.

John: Yeah, some people look like they're really successful, and they're not, too.

Russell: Yeah. I like to have a couple different people to look at, and then from those two or three models then I build out what I think's going to be the perfect one. I'm looking at emails, I'm listening to phone calls, they give me direct mail, I'm looking at as much of the picture as I can see, because all those little pieces are what makes them successful.

John: I love that. I thought I did reverse engineering, but you take it much farther than I do. I'm glad we're having this meeting for me, and for everybody else out there ... It's both simple to do this, but it takes a discipline to go through and really lay it all out, spend a little money, I mean it's not a huge amount of money, it's some of the cheapest market research you could ever do, and then get it transcribed for a dollar a minute at Rev.com. Those are

pretty simple stuff, but we don't do it. We all kind of think we're smart, and this is ... Get that framing.

We've got the formula, we've got clarity of who we're marketing the results, all that, we now know the framework to make it happen. That's all great Russel, but then you actually got to build this stuff, you got to have a systemic process to make it all work. How does that come together? If we're going to have some big success, and you've done it in a number of different spaces, how do you do it?

Russell: Well, back in the day what I would do is I would call a meeting in here and I'd bring my designers, my programmers, my developers, and a billion different people, and we'd spend months trying to implement it, which was hard. One thing that we've had in our company that you know about is a tool we created called ClickFunnels. The whole goal of ClickFunnels is to be able to take a blueprint like that and be able to build out a funnel really quickly. In fact, it's interesting now, in the process it used to take my team of people about two months to do, I can usually do now in ClickFunnels in an afternoon, by myself, with no tech guys, no nerds, no anyone. We built out of ClickFunnels.

There's a lot of different types of sales funnels, but I look at my business right now, and I'd say ninety-five percent of my sales come from one of three types of sales funnels. All three you can build really easily in ClickFunnels. The first is what we call a trip wire funnel. For example, when you got my book, you went through my trip wire funnel. It was a free book. My wife still tells me, "Why did you give that book away for free? We're going to be broke." She doesn't understand. I said, "For every free book I gave away I averaged thirty-two dollars from the funnel in immediate, point-of-sale income. I knew that every book I gave away made thirty-two dollars.

John: Let me just stop you here, because this is, Russel, a very common one. I was talking with Jeff Walker when he did his big launch, product formula launch. Everybody misses it ... Or Brendan Burchard who we were just with. This trip wire is such a common thing, but people don't get it and they go, "Jeez, I don't want to spend that much money." They don't understand the value of their clients. They haven't spent time really thinking through this process. As you're going through, just mention ... Okay, you're making thirty-three dollars. We're doing a little shorthand, because you're giving away a book for free. This is where spouses wonder what the heck's going on here.

Russell: If and when you guys get this book, just like everything, buy it slowly. Watch what I did, because there's a whole method to my madness. When you buy this book, first it's seven ninety-five shipping anywhere in the world, so by default ... A lot of places I'm shipping it's costing me thirty bucks to ship out, so I lose money on every single book initially, plus I have my ad costs and things like that. Right now we average between ten and fifteen dollars to give away a book. I'm in the hole already like twenty-five bucks as soon as they buy the book.

John: Everybody's listening to this and go, "John, you said this guy's brilliant." Come on Russel, get to the brilliant part here.

Russell: All right. The first thing we do is, as soon as you buy the book, you put in your shipping address step one, and then step two it asks for your credit card. You put in your credit card, and then right before the submit button there's this little block that says, "Hey, would you like the audiobook version of this? If you want audiobook version for thirty-seven bucks, we'll send you the audiobook version as well." Right now, currently twenty-two percent of the people click on that, and during my launch that led to over two hundred fifty thousand dollars in sales in that little tiny button says, "Yeah, send me the audiobook." I call that an order form bump.

Then the next page it says, "Thanks so much for ordering this book, you're going to love it. A lot of people get this book and then they're confused, 'Okay, I got this book, but how do I actually get traffic to what I'm selling?' Well I happen to have a traffic course that we sell. It's five hundred dollars, we'll give it to you for a hundred ninety-seven dollars, but you got to buy it right now to get this huge discount." I think eight and a half percent of the people buy that at two hundred dollars, which is another ... Whatever that'd be. That would be another huge, hundreds of thousands of dollars, and the next page said, "Hey, you got the book, you got my traffic product. A lot of people, traffic comes to their site and they don't know how to sell it, so I want to give you guys access to my sales course, can teach you how to actually sell on your websites. It's a three-hundred-dollar training course, it gives you all our scripts, all our videos, everything." We get a big percentage that bought that.

When you look at the total profit, for every book we gave away we averaged thirty-two dollars in revenue. It's cool, I can go to Facebook, I can go to Google, I can go to all these ad networks, and I can spend ten, fifteen, twenty, up to thirty dollars or more to advertise, just to sell one book, and I'm still profitable. In fact, our book launch, we paid, I feel like it's

twenty dollars for every free book you give away, and they went crazy on it, and it didn't cost me any money at all.

John: This is so important for everybody. I forgot who said it, somebody's got a famous quote that, "If you can get the acquisition, if you know your lifetime value of your client and you can get that high enough, you don't have a competitor, because you can outspend anybody on this traffic stuff." That's where most of us are looking at you Russel and going, we're like your spouse, we're going, "What the hell is he doing here?"

We went deep on trip wire, but you said there were three, so what are the other ones?

Russell: That's trip wire. It was interesting, after you buy this book, two weeks later I start sending you emails about a webinar that I have. I put you onto a webinar funnel. Again, I won't walk through all the pages of that, but we have a webinar funnel, and on my webinar I sell a thousand-dollar product, and it does amazing. When we did this book launch, we did the book launch, sold twenty-six thousand copies, two weeks later we did the webinar and did over a million dollars in sales from the webinar, just from those leads that had gone from here to here. That was the second one, and that's usually, if you're trying to sell something from five hundred dollars up to two or three thousand, then webinar funnel's typically the right funnel for that.

The last funnel that we take people to is my high-ticket funnel. That's where I sell my high-end coaching, which twelve thousand, twenty-five, up to a hundred thousand dollars, and that's basically a coaching application. They apply, and then we have the sales person who then calls them and signs them up for the coaching program. Those are our three funnels, and most successful businesses have at least one, sometimes two, and most of my clients now all have three because we focus on those three funnels in our company drive on ninety-five percent of all of our revenues.

John: That's great. Now I've got the marketing system, I've got the technology to capture those people and deliver the results that you're doing, I need some traffic, Russel. I'm feeling like I'm ready to go. How do I do that?

Russell: The last step there is definitely, "How do we get people into these funnels?" We build a funnel out, we have the structure, everything's perfect, but how do we get people in? I'll just tell people, "What if you went back to that guy that you funnel hacked initially, and

what if you just called him up and you're like, 'Hey man, I saw your funnel, it's awesome. I built something kind of similar. It's different but it's similar. I figure you're rich, you don't need any more money. Do you mind just telling me all the websites you buy ads on? If you could do that, it'd save me a ton of time. I'll just buy ads on those sites, it'll be awesome.'" The person's not going to say yes to that, right? Most of the time.

What's cool is there's a whole bunch of intelligent tools out there on the internet that'll give you all that info. One of my favorites, (there's a free version,) is similarweb.com. You go to similarweb.com and it asks you for a website URL, so I just put in the website URL of the funnel I'm funnel hacking, and it'll go out and it'll find out all sorts of stuff about that person's funnel. It'll show me who are all the websites they buy traffic on, it'll show me what all their ads look like, it'll show me how long their ads have been running. It'll say, "This ad we saw for two weeks that disappeared, but this ad's been running for three years and it's still active." It shows me every single thing about all the sites that are on, what the ads look like, everything, and now that I know that, I just model that. I go back to the same sites; I create ads that are similar.

I had a mentor a long time ago when I was first trying to figure out traffic. I kept saying, "I need to create traffic to my website." He said, "No. Russel, you don't create traffic, don't you understand?" He said, "Traffic's there. People are already on Facebook, they're already on Google. It's already there, there's streams of traffic, you just have to figure out where are your dream customers at?" From the secret formula, "Find out where those people are, take your bait, and just step in front of that traffic, and if you do, it'll start coming to you." For me, I just find the people that are already successful in the markets I'm in, I use something like Similarweb, I find out where they're buying their ads, and I buy ads on the same sites, and instantly a percentage of the traffic that's currently going there starts coming over to my website as well.

John: I'll tell you, I'm embarrassed it took me five years to do about half of the things that you just told me in the last twenty minutes. I'm going to make everyone on my technology team for sure, marketing team, listen to this podcast, and hopefully everyone's getting a lot of pearls of wisdom.

Let me go to this segment Russel, which is the book of the day. We've been talking about the funnel. What I'd like to do is let me pull up your website where you have it. I've got the

dotcomsecretsbook.com, and I've got the page up there. We talked about it a little bit, but just give them why they want to go there and what's going to be in the book over all.

Russell: Definitely. The book looks awesome, if you're watching the video. Just kidding. It's basically I go over all the different sales funnels we use in our company, and I also give you all the sales scripts I use on every single page in the funnel, so I have a different script I use if it's a free plus shipping versus if it's a hundred-dollar product. I have a webinar script; I have high-ticket sales script. All the scripts we use to sell inside of all these funnels. You get the scripts, you get how they work, all that kind of stuff, and pretty much everything else. It's ten years of my life's work in marketing all in here, and it's not a book that's like a ... A lot of marketing books they're a huge sales page for something. It's everything I have, I held nothing back.

John: I was amazed. Almost nobody puts in the scripts, and you put in the scripts and everything. It's a huge value. It's definitely worth more than free. Okay?

Let's go to the next segment, which is the application of the day, and for your fellow entrepreneurs Russel, what would you recommend for the app of the day?

Russell: My favorite app, it's almost embarrassing, but it's called tomorrow.do. It's web-based, it's on my phone, it's on my iPad, it's on everything.

John: I'm going to put it up, their screen here. It looks like a journal and says 'planning is a bummer'.

Russell: I'll even show you my phone so you can see it.

You can see right here, here's my to-do list today, and then over here it shows my to-do list for tomorrow. It's just today and tomorrow, that's it. When I wake up in the morning I put all my to-do's in there and I'm like, "Oh, that's a lot of stuff." I click on this little arrow if I'm like, "I'll do that one tomorrow. I'll do that one tomorrow-" I push over all the things I'm going to do til tomorrow, and I have just a list of what I have to do today, and I sit down and I bust those things out. By the time I'm done here if I'm not done I just push arrows and everything til tomorrow. Then I'm done. I can go home, I've got five kids and a wife, I can go home, be present for them, because my to-do list is done.

At midnight, everything from tomorrow jumps over to today, I wake up in the morning, I look at it, I'm like, "I'm not going to do that one." I push all the things I don't want to do away, I add the things I know I want to do, and I have a to-do list I actually have to go and do, and that's how I run my whole life. Everyone says, "How do you get so much stuff done?" It's because I just do what I have to do each day, and then I go home and I'm present because everything's done.

John: That's great. It's just getting focused on those high-priorities, getting them done. Tomorrow will come.

Let's go to the next one, which is resources. If one of our viewers, listeners, wants to learn more about what you do and resources, what website should they go to?

Russell: Probably the best two, dotcomsecrets.com is our marketing/consulting stuff, so all of my information on how we do funnels and traffic, everything can be found there, all of our everything. If you want to know more about our software, clickfunnels.com is where you can get access to all of our software and see what we're doing on that side of it. Those are the two core places.

John: Okay. Let me just pull up Clickfunnels as well. It's really amazing what you've been doing.

Let me go to the last segment here and pull it all together, which is the key take-aways. I'm hoping everybody's gotten some key take-aways out of this, but let me go through some of my notes.

Number one, Russel, it's no longer a secret, we've got a formula. It's really 'who'. Who are you going to focus on? This is something at least once a year, if not every day, you should be getting real clear who it is you're going to focus on. What is that ... Russel calls it 'bait', some people call it 'magnet', but what's that ethical bribe, that content that you're going to attract people, that stream of traffic that Russel was talking about. How are you going to attract, where's that stream, and then this is probably the most important part, and a lot of times we forget about it, but what are the results that we're going to get for them? Thinking about those in advance.

The part I love, and this is something you can't do offline very easy, it's hugely expensive to try to hack funnels offline, but online, no problem. Russel walked through. I'm going to encourage everybody, go to AESNation, the transcript will be, a little later today, going to Rev.com, or the audio part of this, and they'll be typing it up so you can download it for free, you don't even have to pay the buck per minute. Go through the show notes, all the links, everything's going to be there for you.

Really think through that process, and pick one of the areas that you're working, and spend some time. Then building funnels, there are some great tools. Obviously Russel's got a great tool, he's been doing it for many years, and the feedback from ... I could tell you how great it is, but the feedback from the marketplace has just been phenomenal, the growth that he's having. Whether you use his tool or another tool, you've got to use a tool.

The part I love, Russel, I think there was a line you had in one of your promotions that, "Even a CEO could do it." Type thing. The beauty of today's technology is that you don't need a million different programmers to do it anymore. The world's changed.

Lastly, it's that traffic, and being clear and use some of the recommendations Russel had on traffic to go ahead and identify who's spending what money where to get that stream coming to you.

Russel, this has been great. Really enjoyed it. It's phenomenal. Everyone out there go to AESNation.com. This is one of those that you should share with people you care about too, your fellow entrepreneurs, but go ahead and share. The show notes are there, the transcript, as I said, is there. Your clients and particularly all those future clients that you can get those results for, they're counting on you executing, so go make it happen. We wish you the best of success.

A Second Opinion on Your Finances

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