

Welcome everyone to the very first in our Masterclass Series. This one is called How To Create Content That Converts. Congratulations to you all for taking advantage of the backstage pass and getting in here now. You're not going to be the same after this. My whole goal in everything I do is life change. I want to change your life in this masterclass.

You're welcome, [Maria 00:00:40]. Hi, [Jenny 00:00:42].

I want to change your life. I want to see things better for you, so I promise you. You're not going to be the same after this masterclass, and when you implement it in your business won't be the same. Now, as always, we have sponsors. Our first sponsor is The Masterclass Series. Your response to this masterclass has been incredible, and it's told me that you guys want deeper training, and so I have a huge master list of masterclasses we're going to do. I'm going to provide you a very, very cool way to get them at the end of this show, if and only if I deliver on all my promises. Of course, our charity sponsor we were talking about earlier, Lighthouse Family Retreat. We just came back from a week there. Right there is [Caleb 00:01:43] in the bottom left hand and Caleb in the upper right hand. He is not pregnant. He has a balloon stuffed in his shirt there. So many stories.

This kid just cool. Just a cool little boy that hung out with us, and this guy right here in front of me in the middle. On Monday, he did not know how to swim, Jenny. He knows how to swim now, and that made for a pretty cool week. Everything, a percentage of everything that comes in through The Masterclass Series goes to this, to us being able to go down there and serve, and to these families being able to go. It's a pretty cool way to do life. I'm telling you, being down there, being away, being at the beach clearing out my mind and heart, God really got my attention about a lot of stuff.

The Masterclass Series is a direct result of that because it's all about life change. Here's your unannounced bonus. You now have a Facebook group with this masterclass. The How To Create Content That Converts Masterclass Facebook Mastermind. There is the link. That's a mighty long link, isn't it, so I will proceed to copy it for you. Whoops, how about if I do it this way? That's better. I will place it into the chat for you. You can go over there and just apply to be a part of it. I won't be approving people now because I'm running the show here. I will do that later, and that will be our place to brainstorm mastermind. What that means is that after this is done, we're not done, okay? Like I said earlier in the warm-up to this, lots of stuff is coming up. There will be a replay.

No, [Lyria 00:03:55], it's not, and I'll explain that at the end of the show.

There's going to be a replay, the video training that you'll have access to forever. The first thing I'll do when we're done with the training is I'll send it to get transcribed. That will turn into your eBook. Based on what we do on this show, I'll create a checklist tomorrow, and that will be available for you along with another unannounced bonus, a template for what we're going to go over. The Facebook group will continue to grow with cool stuff and new members so there. There is your unannounced bonus. You guys like this? Yay or nay in the Q&A? Do you like that?

Well, thank you, [Kim 00:04:49]. She says I'm incredibly generous. You're welcome. [Maria 00:04:51] says it's awesome.

I don't like to build products. I like to build communities, and I want you guys to be a part of that, okay? Here's what we're going to cover in this masterclass. In part one will be How To Create Content That

Converts Into Sales And Subscribers, How To Create Scroll-Stopping Content Titles. I'll explain what that means. How To Create Magnetic Content Openings, How To Use Bullets To Increase Content Consumption and Increase Action, and How This Works For Any Kind Of Content: video, text, audio, graphic images, webinars, live video casting, et cetera, and I have a special guest to drive that point home.

Then, in part two after we do a demo, we're going to work through where to publish your content that converts for the greatest reach, how to repurpose your content across multiple platforms for greater reach and less effort, and I'll show you how I do it every day. As we mentioned, you're consuming this right now, your backstage pass to the Content That Converts Masterclass and these three things that will come in the next few days. Your copy of the Masterclass video training. That will be up tomorrow. The copy of the Masterclass eBook, probably tomorrow and your copy of the Masterclass Content That Converts Checklist probably tomorrow, depending on when transcripts come back to me, all right?

That's what you're here for. Let's go ahead.

How To Create Content That Converts, okay? As I said in the e-mail leading up to this, anyone that can fog up a mirror can create content. If you can put words and letters together like over here on the left with the alphabet soup, you can create content. That doesn't mean it's going to do anything. I've been creating content that converts since 1994. It started as a weekly newspaper column to build my relationship coaching practice, and it's grown from there, okay? Letters and words versus invitational language. Invitational language, it's not, "You've got to get this now or everybody's going to die, and it will go away tomorrow. There's only three copies, and we don't know how long we're going to" ... You know, all the crap people say, right? Banging people over the head, trying to get you to buy. That's not invitational language. People do that out of fear. They can, they'll sell more when actually, when you use invitational language, you sell more, okay? You get more conversion.

I had a very interesting experience in the last year. I just was talking casually to a friend, really a new acquaintance at church who was going through a separation leading to divorce and just trying to encourage this person. One day, we were texting, and she said something about me being married. I said, "Well, no. I'm not. I've done that twice, but not now." She said, "I'm stunned you're not married." I said, "Why?" She said, "Well, because you're so good at drawing people to you." Man, I had to think about that for a while. Part of it, folks, is invitational language that I'm going to teach you in this Content That Converts, okay? Now, again, it's different than the banging you on the head stuff. It's inviting people to join you, and obviously, it works because it's what I use in this business, and many of you on this training have been with me for years, okay?

This is the bottom line. This is the foundation. Letters and words versus invitational language, and there's going to be all kinds of examples of that. All right. Kim says, I mean [Kelly 00:09:23] says, "Yes, Jeff. I knew you would offer something valuable here which is why I enrolled." Thank you, Kelly. Kim is saying ... Kim, you must have got here late. Do you have a note from home? She's asking, "Jeff, is there a member's area where I can get the replay transcript, et cetera, or will it be in the Facebook group?" Yes, Kim, both of those. There will be a members' area, and there is a Facebook group. These things will be in both of them, okay? Some right away, some in the next few days.

All right. How To Create Scroll-Stopping Content Titles, and there's our buddy Mona Lisa up there in the corner saying, "Stop. I must see this," okay? Stopping the scroll for Mona. Now, what does scroll-

stopping mean? Think about it. All the info that you consume on your phone. Now, I won't ask you to share what room you do most of your scrolling in, but we all do it, right?

Of course, you can steal that meme, [Jenny 00:10:34]. Please do. Meme on.

Oh my goodness, and our goal is to stop the scroll with our content, okay? Studies show, early studies show that content with memes stop the scroll three times as much as regular graphics, okay? That's one form of content, all right? Now, I want to talk with you about scroll-stopping content titles, and then walk you through a tool I've discovered, okay? Three big ways to stop the scroll are to ask questions, use numbers and use how-to as in how to create content that converts. Stopped the scroll for you guys, didn't it? Here, let's just put this one right here. How to create content that converts, all right? Numbers. The number one mistake ... No, I mean number one

Where did everything else go? That's weird. All right. Number one mistake, list-building mistake and what ... That's weird. What to do instead, okay? Let's see. Let me try something. That's just goofy that it went away. I'd copy that and then do this. All right, let's see if I can copy that back. Well, that's just goofy. All right, but that worked. Okay. Whatever.

Then, questions, all right? Now folks, here's the thing. You can take any sentence and put a question mark on the end of it and increase the scroll stoppage, increase attention, okay? Do you know the way to San Jose? No. Do you know the three ways to stop the scroll?

Now, [Art's 00:13:26] asking a great question. That great question is, "Can you combine these? Can they be cumulative?" Sure, you can. Of course, you can. Stop the scroll. That's a special kind of drool, folks. Goodness. Look at that goofy thing, man. I'll copy this again. There's always a way to work it out if you stick with it. Here we go.

Okay. Now, would any of those get your attention if you're interested in stopping the scroll, if you're interested in list-building, if you're interested in how to create content that converts, okay? You could say, "How to avoid the number one list-building mistake," okay?

Thank you for that tip, [Esther 00:14:22]. I'll try that next time.

You could say, "Do you know how to avoid the number one list-building mistake?" Sure, you can combine these, okay? What I encourage you to do is have at least one of those in there, okay? Have at least one of those in there. Now, you notice also that these titles are somewhere between six to nine words, right? Somewhere between six and nine words. Those are the ones that get noticed the most. Short, punchy titles that make clear the benefit or the transformation, right? Do you know the three ways to stop the scroll? Well, that's pretty clear. You're going to get three ways to stop the scroll. The number one list-building mistake and what to do instead. Not only are you going to find out the biggest mistake. You're going to find out what to do instead. Mistakes psychologically pull people in. Here's how.

Some people will say, "Oh, I know I'm not making any of those mistakes, and I'm going to prove it." Great. They're consuming your content. Other people will say, "Wow, I don't even know what it is. Maybe I'm doing it. I've got to read this. I've got to watch this," and they're consuming your content. How to create content that converts. You're going to learn how to create content that converts, okay?

What you're doing there are three different ways you're stopping the scroll and three different ways you're clearly giving them the benefit that they're going to get. Why should I stop what I'm doing and listen to this person, watch this person, read what this person has to say, okay? Questions, numbers and how-to.

Now, if you want a super quick way to increase conversion with a title, okay? How many of you would like to know? Let me know here. Be interactive in this. Let me know in the Q&A, yay or nay please. Kim says, "Me." I haven't even asked a question. I love you, Kim. How do you use one character? The super quick way to increase stopping the scroll with one character. Anybody want to know that one? Yes, yes, yes, yes, yes, yes, yes. "Verily," says Art. Just add a question mark to any title. Now, listen. This is really important, okay? This is really important. I'm going to use these phrases interchangeably: title, headline and subject line. Title, headline and subject line, okay? You can use titles and headline. Titles for articles, videos, Pinterest pins. Headlines for sales letters, many other things. Subject line for your e-mails. All of these.

You want to get your e-mails opened more often, folks? Just put a question mark at the end of it no matter what you said. Just put a question mark. It works. Trust me. I've been doing this for a couple of three years now. Actually, a whole lot more than that, going on 12 full-time. Now, I want to show you a new tool, all right? I'm going to put ... New to me, anyway, in finding it. I'm going to put the title in here. I mean I'm going to put the link in here, okay? Now, I know some of you guys are going to go crazy playing with it now. I'd rather you wait until later, but I'm going to trust you with it. I'm just going to show it to you, okay? You can come back and use it later.

All right, here we go. Where did it go? Did I get rid of it? Maybe I did. Okay. Good thing I copied it because now, we'll put it up here. Boom. This is a content idea or title generator, okay? Now, give me a keyword. Just give me a subject, any subject. First one in the Q&A, I'll put it in. Rain. Okay. Kim says, "Rain." Okay, so here's our subject. Rain. All right. We're going to hit right here. How rain is making the world a better place. The complete beginner's guide to rain, and they have fun with it. This genius title works for any topic under the sun. Note to self: start with the sun. They do goofy stuff to make you laugh, okay? Hit it again. Why your rain never works out the way you plan. All right. How rain can keep you out of trouble, how rain killed Kenny, the 10 best rain Twitter feeds to follow. You're getting what you can do here, folks?

Yes, it is awesome, Kim.

How rain can get you your heart's desire, the unconventional guide to rain, 16 facts about rain everyone thinks are true, how the sequester affects rain. Yes, well, nine podcasts about rain, how rain could help you win the Game of Thrones, why rain beats peanut butter on pancakes, why does your mother lie to you about rain? How rain is making the ... We already saw that one. 17 myths discovered about rain. There's one I'm looking for about Spock, but ... Oh, I like that one. Did you see that one? How rain is a 51st shade of gray, okay? Why rain is lamer than James Franco. I mean come on, is this giving you ideas? Could you play with this?

Kim, Jenny, [Vicky 00:20:29] all say, "Love, like, yes, it's awesome," okay? There's a little bonus tool for you in creating titles that stop the scroll, okay? Let's do another one.

This is from the relationship niche. Let's see. Relationship ... Here's something I talk about when I teach about relationships. Relationship vision, okay? 14 freaky reasons relationship visions could get you fired, how relationship visions made me a better person, why relationship visions are the best things since sliced bread, Darth Vader's guide to relationship visions. Oh, come on. Lots to play with here, right? How relationship visions aren't as bad as you think, why relationship visions are hotter than Jennifer Laurence. You know, you might get some attention with these. What do you think?

All right. I put that in your chat. It will be in the show notes from this training, and have fun with it, okay? Stop that scroll. [Kelly 00:21:45] says, "That one's super funny." Yes, they got some good ones in here. You could spend a while here, right, but let's get back to the slides.

All right. You guys think you can create some scroll-stopping content titles now? All right. Now, this is an unadvertised bullet. I didn't tell you I was going to do this one. How To Create Magnetic Content Descriptions. Now, I made this up way back in the days of easing articles when they wanted you to have a description for your article. I found it can be used in many, many other places, okay? Here's the formula. Ask a question. Promise the answer in the description, okay? In other words, do you know the number one mistake people make when asked, "So what do you do?" Do you know the number one mistake people make when someone asked you, "So, what do you do?" Then, you promise the answer. The mistake and what to do instead are inside this blog post. The mistake and what to do instead can be found in this video. The mistake and what to do instead can be found when you click on this link for Pinterest, okay? Now, where do you use these descriptions? Pinterest, YouTube, Instagram, e-mail. Let me show you some examples of that.

All right, Pinterest. When you create a pin, and we'll just make one up here out of something. All right, this wouldn't be half bad in one way, okay? Here's the description. "Do you know how to create content that convert? You'll find the secrets when you click on the graphic above." Boom, there you go. Ask a question. Promise the answer, okay? Ask a question. Promise the answer. Now, let's look over at YouTube. You know what? Just for the sake of time, we're going to copy that and use it over here in YouTube, okay? YouTube. Let's say we'll just go to this video and we'll stop that one. I could put this right in here, okay? Instead of this, it could be, "Do you know how? You'll find the answers in," and then provide the link, okay? Now, more people are clicking from your YouTube video.

What about Instagram? I could put that right in here, okay, to describe a video. I mean to describe a post, right? Now, the really cool place to do this, folks. Now, look up here. Listen, this is really important. The really cool place to do this is in e-mail. You can send out an e-mail that says, "Do you know," and then whatever the problem is, okay? Basically, you're saying, "Do you know about this problem? Do you know the solution to this problem?" Then, you promise the answer. That's all you do in an e-mail. "Do you know how," blah, blah, blah, blah, blah. "The answer is inside this blog post." There's the link. You're giving your e-mail community great value. You're teaching them to click, and you're sending them somewhere where they can either sign up for stuff or buy something, okay?

Use this in Pinterest. Use this in YouTube. Use this in Instagram. Use this in e-mail. Folks, I don't see anybody teaching this. I don't see anybody using this across those four platforms. Please do it. [Dudley 00:27:14] wants to see that e-mail. All right. All you would do, Dudley, is, do it like this, okay? Well, here. Let me just put it up here. All you would do is put it right here. You know what you could do too, Dudley? This could be your subject line. Boom. Subject line, so now we've got ... Here. Now we've got your subject line, all right? You could say that again, right, in the beginning of the e-mail. "Do you know how to create content that converts? You'll find the secrets when you click on this link." Boom. You're

sending people somewhere, okay? That's all you have to say. "Thank you very much. Dudley," okay? That's it. Short and sweet. People love that, and you're sending them somewhere. You're giving them value.

Use this, folks, in Pinterest, YouTube, Instagram and e-mail. Now, you'll hear me talking during this masterclass a lot about Pinterest, okay? One of my favorite sayings right now that I made up is if you've got a piece of content out there, point a pin at it. Point a pin at it, and in the description, use this formula: ask a question. Promise the answer. One of the things I want you to do when you're using this on Pinterest, YouTube, Instagram, e-mail and anywhere else we can come up with because that's why we have the Facebook group where we can learn from each other and continue to do this stuff. You'll get more traffic. You'll get more results because people are not doing this. They don't know to do this. You guys now do.

All right. How To Create Magnetic Content Openings. All right. You've got your topic. You created a title either with the tips we gave you or with that new tool we gave you or whatever tool you want to use, all right? Now, the entire purpose of content that converts is to get people's attention, stop the scroll.

Art, I'm not sure what you're asking for. The link to what webpage, buddy?

Stop the scroll and get them to consume your content whether that's text, audio, video, image, graphic, whatever. Every single principle, every single strategy that I'm teaching in this masterclass applies across the board. I'm showing you a lot of demo in text because well, we've got text in front of us here, right? The point, and I do have one, is that you want to use it in video. You want to use it in Facebook Live. You want to use it in a podcast. Use it on a webinar. use it in a video. use it in a blog post, an article, a graphic, whatever, okay? The first one first invented by Ben Franklin, right, and then handed down over the generations to me is a keyword-rich absolute truth. Now, you've got the title. You've got the description. Now, you want to pull them further into your content, all right?

In order for your content to convert, you've got to pull them in, all right? What in the heck is a keyword-rich absolute truth? All right. Now, remember, at the end of all this, this first section, I'm going to do an entire demonstration for you, taking you from title through description, through everything we're doing here, all right? If some of this may not be clear here, it will be in the demo, okay? A keyword-rich absolute truth is a sentence spoken or written or watched but has keywords in it and is an absolute truth.

PART 1 OF 3 ENDS [00:32:04]

It is an absolute truth. Okay? Esther, what software am I using for what? And Art is asking, does Pinterest, emailing, et cetera, include using the promise for an answer as a link to a webpage? Yeah, absolutely! You can have the link. Yeah, you'll find the answer when you click this link. And the link is to a webpage, Art. Yeah, absolutely. That can be Pinterest, that can be email, that can be anywhere, okay? So for instance, a keyword rich absolute truth could be list building is one of the number one, now let me say that better. List building is one of your daily revenue generating routines as an online entrepreneur, okay? List building is one of your daily revenue generating routines as an online entrepreneur. You can't argue with that. That's one of your number one things you gotta do as an online entrepreneur is list build, okay?

I'm still confused Esther. On the page it says design, transition, animation, et cetera. Help me out, Esther, I want to answer your question. But we might not get to it till the end. So a keyword rich absolute truth is something you can't argue with. Your reader or your listener's going to say, yeah, that's true. And you're pulling them in. And it's keywords, so that helps with everything else you're doing. So keyword rich absolute truth plus the connection magnet. All right? So if I said, list building is one of your main daily revenue generating routines for the successful online entrepreneur. I could then say, and you do want to be a successful online entrepreneur, right? So it's like in a movie or a play when the actor or actress turns to the screen or the audience and speaks to them, okay? You know how that works.

Remember the end of Ferris Bueller, he comes out and says, "You're still here! Go home, the movie's over!" Or in a play somebody speaks to the audience, right? And this way in a video, in a blog post, in an article, you're speaking directly to the audience. So you're saying, "And you do want to be a successful" ... Or you could say, "And being a successful online entrepreneur is one of the reasons you're here, right?" I remember way back in 1995, I'd been doing the relationship column for the newspaper for a year. And the Philadelphia Inquirer was asking to pick it up. And pay me three times as much as the local paper was. And it just so happened that's where we were going to be on vacation. And so I went down to the Inquirer and met with Gene. And one of the editors said, "Where did you get your writing education?" I said, "I didn't. I didn't finish my PhD in marriage and family therapy because my professors told me I couldn't write, and I believed them!"

"Well then how do you know how to do," and then he described the technical term for what I was doing in my writing about speaking to the audience. And I said, "Sir, I don't know. I just pretend like I'm in my office working with people." And he goes, "Well, you're damn good at it." "Thank you." That's what a connection magnet is. Connecting with somebody. And when you make that connection, folks, when you're building that relationship, not only are they going to consume your content, they're going to take action. And that's the heart of content that converts. And again, you're going to see an example of this in just a minute. How to create content bullets. Now, there's a lot of things about these bullets. People are used to them in sales pages. I want you to put them in your content. All right?

Now, bullets are all about engagement. They're all about connecting with people, okay? I'm using this picture of Matthew McConaughey because one of the most magnetic commercials I think out there is the ones he does for Lincoln, the brand of car. Okay? And I put there on the little, on the headrest, you must get this. Okay? Because as I talk to people, men and women, they see this, they want this. Okay? Because this is done magnetically. Bullets do that. You want your bullets to highlight the benefits and transformations, okay? And I really spelled poorly here. Content consumption pattern break, okay? When somebody is consuming your content, whether in a video slide or in an article or a blog post, you want to break it up. You don't want it to be the same old words all glumped together. Bullets break the pattern and get attention. It draws in the eye and the ear. And again, you include the most benefits and transformations.

Little known fact. Let me ask you guys this. How many of you have ever bought a product, as you think back, or a service because of one bullet? Because of the promise in one bullet. Anybody ever do that? I have. Kim's raising her hand. So is Art, Lyria, Walter. Thanks guys. Gareth. May have been one of mine, thanks Gareth. Kim says, "Yes." Vicki, "Done that." So why not use that, folks? Why not make sure in your bullets, not just on sales pages, but in articles, blog posts, videos, speaking, that you put a bunch of different ones in, highlighting the benefits and transformations. 'Cause it's gonna hook somebody. Okay? Now here's what bullets are. This I want you to memorize. This is worth putting up on your wall

somewhere or a screen saver. Bullets are easily consumable chunks of info that give the psychological impression this will be valuable (I want this) yet easy to consume (I can do this).

Folks, I'm gonna give you a few seconds. And just read that to yourself out loud. Doesn't matter if people stare. Now let's do it together. Easily consumable chunks of info that give the psychological impression this will be valuable (I want this) yet easy to consume (I can do this). Would you like your prospect, would you like your potential customer to say to themselves, I want this and I can do this. That's a big heck yes. Okay? You do that with bullets. And I'm gonna show you in just a minute. Kim says, "Of course." How to create a content call to action. It's great if you got all this stuff in there. But if you don't ask them to take their next success steps, what's the point? Listen careful, folks. Your prospects want, desire, need to take the next success steps. Your prospects want, desire, need to take the next success steps.

They're not here because the pool is closed. They're here looking to solve problems. Okay? Your prospects want, desire, and need to solve problems. Your prospects want, desire, and need to take the next success steps. Your job is to help them do it. And you do it with a call to action, by telling a fib? See how I added a question mark to that without even putting it there. Just by my intonation. By telling a fib? But wait a minute, Jeff. You're known as one of the good guys online. And now you're gonna teach us to tell a fib? Yup. Watch closely, kids. Oh that old star is born, Chris Christopherson, Barbra Streisand song that just went off in my head. Watch closely now. Anyway. Fib, F-I-B, stands for flow, invite, and brand.

Flow, invite, and brand. Okay? The call to action flows straight out of your content. Not straight out of Compton, but straight out of your content. It looks like part of the content. It's still part of the content. So people are clicking on those links before they even realize there's been a call to action! It's a beautiful thing, kids. Then you use that invitational language we talked about to the next success step. And then and only then you brand. Remind them where they're getting the good stuff. Now I'm going to show you how to do this in just a moment. How this works with any content. Content is as content does. Okay? Now as long as I've been online, I've heard sky is falling shouts that content is dead. Folks, picture a silent master class. Picture blank slides. Picture a silent podcast. Picture a blank website. Content can't die. It can only get better. When audio came along, we don't need content anymore. Well, you know, audio is simply spoken content.

Video came along, we don't need content anymore now. Well, video's simply spoken and viewed content. And oh my stinking goodness, when social media came along, oh, we don't need content anymore. Folks, unless you've got thousands of people pathologically interested in what you had for lunch, you gotta have content to stop the scroll. Content is as content does, spoken by the most trusted actor in one of the most trusted characters, Forrest. Okay? Content is as content does. Content is anything you create. When you answer a question in email, that's content. Right now I'm creating content. I sat in a workshop once when I was sharing the stage with Alex Mendoza, and he was talking, and he was saying that the time of content creation is over. And now it's a time of content curation. And I started laughing because when he, let me ask you this. Pop quiz. When he was saying that the time of content creation is over, and it's now the time of content curation, what was he doing while he was doing that?

Creating content, Gareth. You're right. Kim, you're right. He was creating content. Yeah, content's everywhere. And these principals work everywhere. Demo time! You guys ready for a demo? Yea or nay? The Q and A [inaudible 00:44:44], ready for a demo? I'll show you how to do all this stuff. Thank



you for all those years, I appreciate that. Here we go. Now I'm going to do this over in LinkedIn publishing for two reasons. One I want y'all to know about this site. And two, it shows up bigger on the screen than my blog does. Right? And I want you guys to be able to see this. All right? Now we could put a graphic up here, but we're not teaching that right now. Okay, so title. Do you know the number one mistake people make when asked, what do you do? Okay, it's a rather long title, but you get the idea. Okay? So it's a question, and it's got a number, right? All right. So I'm gonna put the description here. You can use it in this kind of article.

Or you can use it anywhere. Okay? Do you know how to profitably answer the dreaded question, so what do you do? Any of y'all ever struggle with that? Yeah or nay in the Q and A. You ever struggle with how to answer that question? Doing what you do online? The solution, no personalize it, Jeff. You'll find the solution inside this article. Okay, so yeah. [inaudible 00:47:13] Okay? There you go. All right. So title, description, right? Here comes that keyword rich absolute truth. Let's see. Profitably answering so what do you do is one of the biggest challenges for, one of the biggest success challenges for online entrepreneurs. Okay? Profitably answering so what do you do is one of the biggest success challenges for online entrepreneurs. Okay, keywords are online entrepreneurs and that's an absolute truth. Profitably answering so what do you do is one of the biggest success challenges for online entrepreneurs.

And being a successful online entrepreneur is one of the reasons you're here, right? Okay. So make this a little easier for you. 'Cause this'll help with our checklist. Okay, title. Description. Keyword rich absolute truth. Connection magnet. So this making sense folks? You like this master class idea? Getting some good stuff? Yea or nay, Q and A please. Thank you for all those yeses, all right. Okay, so there we go. All right. Now after this I'd have some text. And then let's do our bullets. Okay? All right. So one of them would be. Remember it was about the biggest mistakes, right? Okay. So one of the biggest mistakes is sharing the facts of what you do. All right, so we make that a bullet up here. With the magic of technology. Okay. Facts tell, stories sell. Okay, so what I'm doing there with the bullets is here's the mistake, and here's something about what to do. All right?

Facts get you ignored, laughed at, or request to buy you a cup of coffee and do what? Just three words. Buy you a cup of coffee and what? Ever get a request? Can I buy you a cup of coffee and what? Pick your brain, Carol, that's right! Kelly, yup. Susan, Diana, yup. A request to pick your brain. All right? You don't want that. You know how I stopped that? Lyria says, oh yeah, that too. My answer when somebody asks me that is, "Sure. My fee for that is." And I tell them what the fee is! On top of the cup of coffee that I don't even drink. So that's one way to handle that, okay? So now. Here's one of the cool things. That sentence right there is going to pull somebody in. Facts get ignored, laughed at, or request to pick your brain. Everybody's going to go, oh yeah, that happens to me all the time. So I'm alluding here to the fact that we're going to answer that. All right? So there's your bullets.

Now call to action. Remember I said it needs to flow, right? So you can say, bottom line or bonus tip. So that's the next subheading. The next subheading, bolded subheading in your content, whether it's a slide, whether it's an article, whether it's in a video. Bottom line? Oh, and here's a bonus tip, folks. And then you give the bonus tip. Okay? So I'd say, tell a story about what you do. And if you'd like to discover exactly how to profitably answer the question, so what do you do, then you're invited to join the next master class, et cetera, et cetera. Okay? So there's your call to action. Now, for those of you paying attention, what did I just do? With that call to action? What have I just done? It's something that you guys can and should do all the time. It's invitational language, Gareth, yep. I invited enrollment. You used invitational language, Lyria and Kim says. Yep. Invitational language, Jenny. Yep.

Would you be surprised? I hooked them in, Larry, yup. Pre-invited me to the next step. You got it, Art! I pre-invited you to the next step. Yep. Taking your prospect down your funnel. Yep, Kim. Clear call to action. Kim, Art. Yep. Okay, I'm also hinting to you guys what one of the next master classes are all about. Okay? So you know, do that in your stuff folks. Plant seeds. All right? So there we go. Title, description, key word rich absolute truth. Connection magnet. And then there'd be more text. Bullets, and then more text. The call to action. You can say bottom line. Or give a bonus tip. And then do that and invite them. You saw that, Kim Greenfield, there you go. Good eye. There you go. Now this is going to be turned into two things. A template and a checklist for you that'll be in your members area in Facebook group. Within the next couple of days, okay? So there's the demo. Ta da! Now it's not ready to be published, but I will save it. 'Cause then we can go use it later. All right.

I loved it when I found this picture 'cause it's perfect for demos. Demo time! You're welcome, Kim. All right, where to publish your content. Listen, folks. There was a time, there was a time when I first started out. You could post a good article once a week and you were a rockstar. You'd get all kinds of traffic. People would flock to you, and it was heaven. We don't live in those days anymore. And we can poo poo that, and we can pine for the old days, like some of my colleagues do. And I tell them to shut up, and quit doing that. Or we could do what works now. Okay? Because what works now, write this down. What works now are micro content value drops. Micro content value drops. Little pieces of content in text, audio, video, image. That build relationships. Notice this goofy graphic over here. Relationship building. That builds relationships with your audience. Okay?

Carol, yeah, you can do LinkedIn publishing. And I can add that here. It's just not getting as much response as it used to. But I still use it. And I still recommend it for the traffic that it does get. It's just not anywhere comparable to Pinterest. And if you guys would like a Pinterest master class, let me know. And I'll [inaudible 00:58:31] the Facebook group later. Anything you want to have a master class on, suggest. We'll find a way. All right? So start out with your blog. That way it's on your site first that you own. Okay? Okay, Carol, I got ya. Now, for those of you that play the SEO game, it's essential you start on your blog so that Google knows it started with you. All right? Notice I said for those of you that play the SEO game. I don't and I never have. Okay? I don't and I never have. Because when you create content like you're learning how to do now, when you create content that converts, and you do it this way, you don't need Google.

You really don't. Because you're building relationships across all these channels. And when you do it this way, Google likes you anyway. Because all of this, I call it, SEO wrapped, no I call it content wrapped SEO. Content wrapped SEO. It really is search engine optimization, but it's wrapped in content. Oh, Art that phrase was micro content value drops. Here I'll type that into the chat. Micro content value drops. All right, there we go. I'm not saying SEO's bad or you shouldn't do it. I'm just saying I go at it backwards. I create content wrapped SEO. And Google loves me. But I don't play the SEO game. Now second place. My favorite place in the entire world to drive free high quality traffic. Better than anything I've ever seen in my twelve years of doing this is Pinterest. It's ridiculously good. And that's why I recommend right now every piece of content you have out there. Point a pin at it. And we'll do a master class on that and you guys will get real good at it. Facebook live is another very great engaging way that you can repurpose.

Instagram, in the content description you can put an entire piece of content. Facebook groups, oka. I pepper all my Facebook groups with micro content value drops. Those of you that are in a few, got a few leading up to this. And then as Carol suggested, LinkedIn publishing. Okay? If I was going to narrow it down right now to my top three or four, it would be these. And if I were to narrow it down to only doing

one, I would do Pinterest above everything else right now. It's just ridiculously good. And I would sneak some Facebook Live in there because I would do my Facebook Live videos, hook them up on YouTube, and then there's a way on Pinterest to have a board just for your YouTube videos that play on your Pinterest site, okay? So I'd sneak it in that way. All right, now. How do repurpose across multiple platforms.

I'm just going to talk about the way I do it. All right? You can model this this way if you want to, and if it works for your audience. This is something you experiment with, and see how it works for y'all. All right, now I do this with various things. With various pieces of micro content. All right, but the one I'm going to demonstrate for you is how I do something called morning motivationals. Okay? Just a motivational quote to start the day and drop that little micro content value all over the internet. All right? And all told, what I'm about to show you may take a half hour a day. Maybe. All right? Now the first one where I start, right here. I do this before I even get out of bed in the morning. And I start with Instagram. Okay? There we go, I start with Instagram. I just put a little morning motivational quote up there. With an invitation to follow me on Instagram. And then in my profile there's links back to lots of free stuff from me.

And so I get subscribers first thing every morning. Okay? The next place I'm going to put that is Facebook. And then after that I'm going to put it on Pinterest. It's the same thing, folks. It's the same quote, just delivered in-

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... books, it's the same quote, just delivered in different ways. Then that's going to go to some Facebook groups, then it's going to become a blog post. It's going to become a Facebook live, and then it's going to be on my website. It's going to be on my blog in a different place. Okay?

So, that's just one way to do it. What I want you to do as we go forward and create content with the tips you're getting, and as we work together in the Facebook group going forward is I want you to try out different patterns in different ways with different things. This is what my audience responds to in a lot of different ways.

Now, let me show you where that morning motivational sends people. Okay? Because, what does morning motivational have to do with content marketing? What a cool question Gareth. So, does it grow and get bigger and the different platforms? Yeah. It grows. It'll go from a quote to an article explaining the quote, to a Facebook live talking about how to implement the quote, sure. Okay, so let me go to a page here because like for instance, when I'm sending people from Pinterest to my website from this quote ... Well, here, let me show you. Let's go to my boards and we'll go to where are, where, where are morning motivationals? There it is. Okay, well there's my board.

Okay, so here's just a quote from Bob Goff, one of my mentors. We don't always get to pick the parable we're living, but we get to pick who we are in the parable. So, people click here or here, they can click on this, or they can click on this. Now I don't have to bring that up because I'm going there, and it goes to a page. Yeah, Judy, I use that same quote across all the different platforms each day. So, goes to a page that's full of morning motivationals. It's helping feel good. Give them some direction, alright?

Now, what's the point of that? How does that do me any good other than traffic? Watch this. Every third row has an opt-in in the middle. See that? Every third row has an opt-in in the middle. Now some of these are live links to go to blog posts, but here, click here for 21 fresh content ideas.

Boom. So, someone, I want you to follow the opt-in path here, the list building path. Remember it started way back on Instagram, then Facebook. Now it's on Pinterest. Turned into a pin with the link at the bottom. They can click here or click here to go to this page. Oh, and look at all these different quotes. Wow, these are, this is cool stuff. Maybe I'll come back here when I need a little pick me up, when I need a little motivation. People are thinking, and they're scrolling down.

Wait, what is this different thing here in the middle? Look at that cute kid. Click here for 21 fresh content ideas. Now they've joined my community, right? And, on the thank you page for this, guess what? They're offered a special deal on the custom content wizard. I sell a handful of those everyday from right here, not just this particular opt-in, but on this path, Pinterest, to page, to opt-in, to offer, alright? So, it's content that's converting into opt-ins, and it's content that's converting into sales. Make sense like that?

Now, all of those different ones point back somewhere. Back to our slides. So, this is just mine for right now. It will change. I will keep you up to date. Kim says that's elegant. Thank you. Appreciate that. You may follow the same pattern, or you may not. Play with it, see what your folks respond to.

All right, now remember, we're going through the bullets of the things you get. You've consumed your backstage pass. You're smart. You got in on this at the backstage pass level. If you're getting your questions answered live, you're getting to see it live. Now, the people that are watching this recording, they didn't get the backstage pass. They're here. Hi Guys. I'm sorry you didn't get the backstage pass. I bet you, you'll do the next one because you paid a little bit more to get this.

Jenny says it's a great social media posting strategy example. Well, thank you. Carol, remind me when we do Q&A, and I'll come back to that. All right?

Now, Masterclass video training. You will have access to this. What we've done here in this video training forever, as long as there's the internet and electricity. You can come back to it over, and over, and over again. Part of the benefit of a masterclass that you invest in is the video doesn't go away. You'll have access to it. All right?

The very first thing I'm going to do after we're done in just a little bit, is I will send this video to Rev, R-E-V.com where they charge you an entire buck a minute for a video transcript, right? And, it'll be back to me sometime tomorrow. What I will do with that is create your Masterclass Ebook. Everything you've heard and seen on this show will be in an Ebook so you can read it. You can print it out, or take it on your phone to your favorite, what I call, my satellite offices where I go eat lunch some days, and read it there. So, you get an Ebook along with this masterclass as added value.

You're also going to get a Masterclass checklist for that template I showed you, that demo I showed you. You're going to get a checklist for each section, what you need to put in the title, and the description, and everything. So, you have a long checklist so you make sure you're getting it right. You've got the masterclass, Facebook Mastermind. I'm also putting together a template for you. I don't even have that written here, but that's an extra little bonus for you. So, that's a lot of stuff. So, good job guys.

Now let me talk to you about the possibility of you getting a permanent backstage pass because just the clear headed thinking that I was able to do while away, and paying attention to where God was nudging me and kicking me coupled with your reaction to this Masterclass tells me that there's a need for these in many, many different areas. Now, I'm going to do them in internet marketing, content marketing, and everything under the sun that applies under that. Right?

You guys also know I used to be a counseling psychologist for years, so there's also going to be masterclasses in parenting relationships, stress, motivation, change, mindset, we're going to do the seven pillars of online success, 21 steps for the certainty blueprint. I've got a whole master list of masterclasses that I'm going to do.

Yeah, the psychology of people buying Esther, absolutely. Absolutely, we'll do that one. That's on the list. Thank you. Then ones you suggest and ask for, right? Thanks Jenny. She says I'm rocking it. If I can't do it, I'll find somebody that can, and I'll bring them in.

Now, this notion of a permanent backstage pass, I'm going to do three to five masterclasses a month, because I'm about life change, and there's just, I've been blessed with a lot of experiences, and I want to see people's lives change. As I look through the theme of everything I do, whether it's stuff like this, or the volunteer stuff I do, it's all about life change. I really want to see that for you, right? So there's going to be three to five a month. It'll have masterclass live training, the masterclass Ebook, the checklist, and masterclass software wizards where appropriate. Now hear me, that doesn't mean everyone's going to have a wizard or software. We'll have them where they're appropriate.

Now, if you got in on the backstage pass for each one of those times four, I said three to five a month, that'd be 148 bucks to get them all, and that's starting to add up. And, if you waited until they were full fledged products, then it's 97 times four, 388 bucks. Alright?

Now, what I'm going to offer you is a way to get a permanent backstage pass to all the masterclasses, access to them all. No matter what they're on, you can pick and choose, right? For only 100 bucks a month. Now, it's at that link right there, [jeffherring.com/masterclass-member](http://jeffherring.com/masterclass-member). It's going over on the chat right now. It's going to take you straight to a PayPal link, because I've explained it all to you here. Here's the sales letter right here, alright?

Now, some people would say that's a good deal. Would you guys agree that that's a good deal? Yay or nay in the Q&A please. You agree Kim For sure says Lyria. Yes, great deals says Walter. Yes, says Gareth. Okay. Good job guys, thank you.

Now I'm about to make everybody on this training very, very happy. I'm about to make everybody that's already in my insider group happy, and I'm about to make everybody that's not there yet happy. Insiders, this whole Masterclass series, you get for free as an insider in good standing. You get all these masterclasses for free. Alright? Now, those of you that aren't in insider yet, guess what? You're going to get all these masterclasses for 100 bucks a month, and guess what else you're going to get? You're going to get to be an insider. You get all my training sessions every month. We do mastermind Q&A sessions on the insiders, and we don't just answer your question.

Vicky says, alright. He's an insider. Esther, you would know if you're an insider, so you're not, but you can be real soon. Lyria says I'm an insider, amazing, thank you. You're welcome Lyria. It's a good deal.

When we answer your questions, we don't just answer your questions. We build an entire business around the answers. Then we do spotlight consult sessions. Now what that means is, it's my word, spotlight consults is my word for hot seats. Who wants to sit in a hot seat? Oh, good. You have the main thing after. Good. You're going to want this, whereas a spotlight consult, we'll get to focus on your business and make it better. There's a whole Facebook mastermind group where people are all the time, plus you get the psychological edge. That means you get training in the mindset.

Ross says everybody should be an insider, the insiders are like a family. They are a family, Ross, you're right? Vicky says it's an amazing group, do it. Lyria says Spotlight is much less intimidating. You're right, Lyria, you're absolutely right.

So, I'll teach you all the mindset stuff. No one else online has that background of having been a counseling psychologist for 25 years. I bring that to the table. So whenever you're stuck, we'll get you unstuck. And, all my info products, past, present, and future that I do myself, you guys get free as insiders.

So, you also get training in the certainty blueprint. 21 steps to simply certain success. In the 12 years I've done this, every single person that's completed these 21 steps, and we break them down for you in easy steps, every single one of them has been massively successful.

Ross says the best part about working with Jeff is he is a therapist. Yeah, I still am I guess, although I've never met a therapist, Ross, I didn't need one. For example, you guys know Felicia Slattery, she's coming up in a few weeks as a guest. She's one of my first students. Love how well she's doing.

Value of almost \$5000. Boom, Ernest. Is that Ernest or Esther Shelly, one of the Shelly's, either Esther or Ernest is now an insider, and a masterclass backstage pass forever member. So what that means folks, for all of you, whether you're already an insider or you're coming on board as a masterclass insider, Esther, thank you, is this, we're going to do one of these a week of a masterclass focused on one thing, one particular skill. Then later on in the week, we'll do a 60 to 90 minutes. I'm turning our training into a variety show where we're going to do a little bit of all these things in 90 minutes, and have a blast doing it.

That's pretty funny Esther, PayPal transgenders me all the time, that's pretty powerful. Almost a \$5000 value a month goods that you're getting for 100. Okay? Now, I alluded to this earlier, unless you talk me into another one, masterclass session number two is the profitable answer to, "So, what do you do?" I have a formula I can teach you that saved my butt because when people used to ask me what I would do, I'd say, "Well, I'm a marriage and family therapist." and folks would walk away sometimes. Alright? What I'm going to teach you how to do in this next masterclass next week is how to provide a profitable answer that gets people either asking for your contact information, or asking for an appointment, or asking to buy something right then and there in the grocery store, at a restaurant, on a plane, or wherever. It happens to me and my students all the time.

Now, that's a great deal. If you agree, give me Yay in the Q&A. Vicky says, finally. What are you saying finally about? Lyria can't wait for masterclass number two. Awesome, and thank you for all those yay's. It is a very good deal. There is the link, [jeffherring.com/masterclass](http://jeffherring.com/masterclass) member. One of the things I'll be doing tonight and in the morning for all the people that come on board is hooking you up with all your

stuff in the insiders group, so if you don't get that tonight, just please be patient. I'm getting to you and I'll either do it tonight or in the morning, but you will be hooked up completely by the morning.

Vicky, the right answer to what? Okay, Jenny, I know it's been a long weekend day for me too, it's okay to be confused because you know why it's okay to be confused? Because every time you're confused, the next step is clarity. Think about it folks, every time you've understood something after being confused, isn't this true? The second before you understood, weren't you confused? Confusion is the door that hides the treasure. So, we're going to open up the treasure for you.

When you paid the 37, not 39 but 37 for this Webinar, you've got a backstage pass to this masterclass, Jenny. You're \$100 a month will go to getting all the masterclasses. You'll never pay again for a masterclass. You won't pay 37, you won't pay 97. You get them all, and that's going to be three to five a month, and you get all the benefits of the insiders group. All the previous training, the members' area, all the weekly training, the Facebook group, the spotlight consults, the mastermind Q&As, all my training and all my products.

Oh, you're ready for the "What do you do?" training, Vicky? Good. Yeah, you're right. Yeah Carol, I'll still be offering the \$37 class masterclass if you don't become insiders. I will. Then if people that don't ... everybody that didn't come on board on this one, if they want to buy it, they got to pay 97. The advantage could do in the 100 bucks a month is it pays for itself. I mean, if you do three of the \$37 masterclasses, you've saved money at 100 bucks a month.

Yeah Esther, each masterclass will have some of the following. Definitely an Ebook, definitely a checklist, definitely the video, sometimes software, sometimes template, most of the time templates and software where appropriate. So, congratulations to everybody that's coming on board in the Masterclass Insiders. Love it, can't wait to work with you. Looking forward to it.

Now, there were some, I tried to answer questions and work them in as we went. Some I flagged, Susan has one. Would you say that your connection magnet technique is partly about speaking to one individual audience member rather than trying to include the whole group. Kind of. You want people to feel like you're speaking right to them. So yeah, but you're really speaking to the whole group. But, have you ever been to a sermon, or a message, or a talk where it felt like somebody had been following you around because they know exactly what to say to you? Same kind of thing.

Rick says, I became an insider for life when it was first offered and it was a great decision. Way to go Rick. All right, so I think I've answered all the questions I've marked. If you have asked one, and I've not gotten to it, I am not ignoring you on purpose. I am not even ignoring you accidentally. It's just so you guys are so interactive and I'm here by myself in this screen is growing so fast, I've just lost it. Not my mind, although there are people that believe that, and I think I provide ample evidence to that occasionally. What I've lost is your question. So, please ask it again.

Ross says, as an insider, one gets more than just one Webinar because the group coaching is insiders grouping with Jeff. Jeff is a coach that is present, and you don't just see him when he does a class. That's true. That's true. I hang out in the Facebook group. People were asking me on this mission trip, this retreat, what I was doing on my phone? I said I'm working. "What do you mean you're working?" I said, I'm answering questions in my Facebook groups. "What?"

Can you share the Instagram version of the morning motivational. Sure. That's where it starts for me. Let's see here. Get that out of the way. Instagram, where are you? Okay. There it is. There's one. Cara, morning motivationals. Do not be afraid or discouraged for the battle is not yours, but God's. Here's a little explanation about it. 365 days in a year. Do not be afraid or fear not found 365 times in scripture. Let's go find another one.

Friends or siblings, God never gave us. It's just quotes. Often the difference between a successful man and a failure is not one has better abilities or ideas, but the courage that one has to take a calculated risk. One has to bet on his ideas, take a calculated risk, and to act. Jenny says, "I recommend following Jeff on all social media channels." Thank you Jenny.

Ross, this is a good compliment coming from Ross. Jeff, you're getting to be quite the designer with your memes, I better ramp up my skills. Come on Ross, get with it. Let me show you one more. Here we go. Courageous people feel the same fear everyone else does, they just decide not to live like they're afraid anymore. There you go. And, I pepper this with fun stuff, repurpose this content, doesn't repurpose content. I repurpose content today, did you ...

This is Caleb, my son on the right. Then CJ-ing one of my rental sons on the left. He's in my small group at Church. This is at Lighthouse Family Retreat. Okay. Larry, see you soon. Friends or family we choose, says Earl. You're absolutely right. So, that's pretty much it. Here we are at Health and Creek Falls, buddy in the back property, on and on. But those are the ones you're asking about, Cara. All right. Boom. Let's see what else we got.

Thank you Lryia. She says, so glad to have a chance to support this beautiful project. You know, Lryia, when we were introducing ourselves, we were saying how many we've gone to, and I said this is our third of 50 because we're going to go at least once every summer. When Caleb was 14, the first year we went. This is in Florida. I mean, it's freaking hot, and we're working all day outside, and it's hot and on the hottest, hardest day, the first year we went ... See if I can get through this Lryia, without getting choked up. My then 14 year old son looked up at me and said, "Dad, can we do this every summer?" I'm thinking a 14 year old wants to give up his vacation and raise money to be able to go. Yep.

Yeah Bruce. Yeah, for this masterclass. Lynn, there's going to be a replay tomorrow. Thank you for just coming on board. I saw your order. There is going to be a replay. There is going to be the video, a checklist, an Ebook, and more. Thanks Lryia. Okay, now I'm choked up too, says a lot about him in a lot about his Dad. Thank you. Carol, that is over in the chat, the Facebook group. I think I put that over there, didn't I? Yeah. This particular masterclass has its own Facebook group. Once we get a few going, I will put them all into one Facebook group, but there is the current one, Carol. Alright.

I said 60 to 90, and we've been here 90, so let's start wrapping up. The link is in ... it is not in ... Yeah, it is in your chat, ain't it? Yeah, the link right here, [jeffherring.com/masterclassmember](http://jeffherring.com/masterclassmember). That way, you get all masterclasses, and you become an insider for one monthly fee. Just the masterclasses, you're getting a 50 to \$300 savings plus all the stuff you get in the insiders. It is, I think the best deal I've ever offered anybody. So, the link's in your chat, the links there. You will be getting emails tomorrow, letting you know when the replay is available. Then over the next couple of days when the Ebook is available, when the checklist is available, when the template is available, each one of these masterclasses are going to be a great big package, and you get to be part of it. So congratulations. Thanks for hanging out with me.



James over in the UK says, great masterclass, well worth getting up at 2:00 AM. Wow. Now, that's a testimonial. Thank you James. Appreciate that. We're going to wrap this up. A lot of places you could have been, you chose to be here, I'm always honored by that. Thank you. Go get your masterclass permanent backstage pass and insiders membership at [jeffherring.com/masterclass-member](http://jeffherring.com/masterclass-member), and as always kids, go use this stuff and we will catch up.

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