



## **Get Clients Now Podcast – Episode #038 Transcript:**

### ***“The Painful Reality Behind Why Your Offers Aren’t Working and How It’s Killing Your Sales Online”***

Hey everybody Ken Newhouse from FunnelTribes.com here and I want to welcome you back to the Get Clients Now Podcast and before we get started I want to wish you a Happy (and very, very successful) and profitable New Year!

Now, I know that many of you are (super excited) about 2018 ...because you’ve come to the realization that (if you’re gonna sell your products and services online) ...you’re gonna need (at least) one sales funnel to make it happen. --- You’ve (FINALLY) let go of that sinking ship (i.e., “your outdated website) ...and you’ve forced yourself to admit (that relying on SEO) ...is a bad idea for virtually everyone trying to sell stuff online.

You’ve (seen the light) and (because you wanna grow your business) and your income (faster than ever before in 2018) ...you know that (buying qualified traffic) ...then sending it to your sales funnel (is gonna make that a reality).

So, over the last two and a half months ...I’ve taught you (virtually) everything you’ll need to know (in order to get started with the process) of building your sales funnel ...I’ve taught you the psychology of all successful sales funnels ...I’ve taught you about how to use email (in conjunction) with



your sales funnels (so you can sell more stuff) ...and I've taught you how (and the "why") as in "why it's important" to build a value ladder for your business.

So, on today's episode ...I'm gonna go in a slightly different direction. --- In fact, at the end of last week's show I told you that (on today's show) ...I was gonna teach you the (seven-steps) that every successful sales funnel has... but I've decided to do that on next week's show.

So, that begs the question then "OK, Ken ...so what's the topic for today's show ...and please tell me why (I really want to pay close attention to today's topic)." --- Easy enough ...So, on today's show, I'm gonna reveal ***"The Painful Reality (Behind Why Your Offers Aren't Working) and How It's Killing Your Sales Online"***

Now as I mentioned at the start of the show ...I know that many of you are doing very, very well ...and that's great! --- But what I'm giving you today ... what if (it can help improve your offers and increase your sales by double) over the coming year? --- Let's take that a step further ...let's LOW BALL that estimate ...and let's reduce that by (say) ...90%. --- Ask yourself this question:

"How much would it be worth to you ...if by listening to today's podcast (you can increase your online sales by 10% in 2018?)" --- I can't answer that question for you ...but if you're like me (and if you're like) our most successful clients and Members in the FunnelTribes community ...you agree that a 10% increase in sales is (A Big Deal!) --- Boo Ya!



Now, let me make something (very, very clear here) ...what I'm giving you today (can improve your offers) and increase your sales online (by way more than that) ... in fact ...if you'll implement the blueprint I give you today ...I wouldn't be surprised (not in the least) ...if you decide to use this and (more than) double your sales online (in 2018)! ---

So, now that I've talked to all you folks that are doing really, really well ...let me (pause for just a moment) ...and talk to those of you (who might be struggling) ...who might be seriously concerned about the future of your business. --- For those of you (who might feel like) you're in a bottomless pit ...with no foreseeable way out.

There have been plenty of times in my life ...where things were (not working out) the way I'd planned. --- Times when (seemingly) everyone around me (questioned my ability) and the choices I was making ...when things got so tough ...with my back up against a wall (my mind racing here and racing there) so that I began to doubt myself. --- Like (one day) I'm excited about what I'm doing ...then the next (or even that same day) ...the rug was yanked out from under me ...and I felt like giving up.

Listen to me ...listen to me very, very carefully (right now): I don't know what you're going through ...I don't know what your challenges are ...but you're listening to this podcast ....you wanna succeed in business ...you want your family and friends to believe in you ...and if you'll keep at it (and implement the things I give you) ...you're gonna more successful than you every imagined ...like (so successful) you can't even imagine (how good it's gonna be).



So, today's show is for you too ...not just for all the folks who are kicking butt today ...I'm telling you right now ...your time is coming! --- If I didn't believe that ...I wouldn't say it. --- The fact that you've decided to go on this journey with me each week ...tells me that you're gonna make it ... (warts ...cuts ...bruises) and all. --- You (my friend) ...are going to make it big!

Alrighty then ...let's dive into today's content ...and let's take an honest look at (The Painful Reality) ... Behind Why Your Offers Aren't Working (and How It's Killing Your Sales Online) ...and after we've done that (I'm gonna show you) how to fix it immediately ...so you can create better (more effective offers) ...and sell more stuff in 2018. --- And by the way ...today's training has (everything to do) with driving more sales with your sales funnels ...so grab a pen and paper ...and let's get crackin'.

So, let's start by talking about the **1ST REALITY OF SELLING ...which is this: Most People Online ...Don't Want What You're Offering**

Listen up ...Even if I've got the greatest offer (ever created) ...and even if I've got (the greatest skill set ever) and can give you the results you want .... most of my perfect prospects will tell me (that they don't want to give me money for it.) --- Think about it. --- Even if I'm good enough to create campaigns that produce (and average conversion rate of 20% online) ...which is legendary (by the way) ...I still have to face the reality that (80% of the people who saw my offer) still didn't buy ...they still said, "no."



Now ...if I were talking about results offline ...well that'd be different ... especially if I were make offers (in face to face) presentations. --- Results like that would crush anybody's enthusiasm ...but we're talking about (selling stuff online) ...and like I said ...a 20% conversion rate (average) ...is legendary!

So, since we wanna sell more stuff online ...let's take a look at a list of reasons .... why you're offer suck and your prospects aren't giving you any money. --- **Reason #1** ...is that ...

1. **Reason #1: You're not (directly) asking for the sale**

This is biggest reason why your offers aren't converting and why it's killing your sales online. Most of you are simply (crapping out) when it comes time to ask for the money. --- You him/haw around ...which obviously isn't working. --- Reason #2 ...for why people aren't buying your stuff ...is that

2. **Reason #2: They don't know how to complete the purchase ...because you're not giving them clear instructions**

Listen up folks ...I know this sounds (too simple) ...like (*C'mon Ken*) ...*who you tryin' to kid*. --- But these first two reasons are (ABSOLUTELY) 100% the (two biggest reasons) why your prospects aren't buying your stuff online. -- They don't know how to give you money ...because you haven't made it crystal clear (how they can take money they have) like their credit card (and give it to you.) --- This is what you're doing (when you haven't made your ordering process) brain dead simple to execute.

### **3. Reason #3: They don't want what you're trying to sell them**

You can never assume (that just because someone is the perfect prospect for what you offer) that they will want it. --- "Should want it" (is vastly different) than "does want it".

### **4. Reason #4: They liked what your competitor was offering ... BETTER!**

If you've ever been to (say) a flea market ...you'll completely understand this one. --- When your offers aren't working and your sales are slumping ... (don't always assume) that you're doing things wrong. --- It might just be (that your competitor) is doing it a (wee bit better) ...meaning that their offer is more appealing than yours. --- The way to fix this (of course) ...is by taking the same approach I talked about in last week's show (which was episode #037 - *The Secret Method For Building A Six-Figure Sales Funnel Without Wasting Time and Money!*) --- which was to (do your due diligence) ...it's called **COMPETITIVE RESEARCH**. --- One of the best ways to do this (is to play prospect) ... like opt-in to their list and buy their stuff. --- Doing that will show you everything you need to know (so you can fix your offer) ...make it more appealing and sell more of your stuff.

### **5. Reason #5: They don't feel like what you're selling is a good fit for what they want.**



This problem arises (for one primary reason) only. --- Which is that (you don't really understand your perfect prospect) ...and don't really know what they want. --- And when you don't (really know what they want) ... your offers will never appeal to them ...because you're not communicating (that you actually know) what it is ...that they **REALLY** they want.

## 6. Reason #6: They don't like you

Listen up guys ... I've said it before (and I'll hammer it home again) ... "When all else is (seemingly) equal ...people would rather do business with the person ...company or brand that (they know, like and trust). --- It's easier to like someone (that you feel like you know) ... and that's part of the reason I spent so much time (and went into so much detail) with you on this in episode **#035 (The Soap Opera Sequence ...The Legendary Methodology for Building Trust and Affinity with Your Prospects and Clients)** ...and in **episode #036: (How to Sell MORE With Email (Especially If You Hate Selling))**. --- And that is why I've invested so much time (in a good number of episodes) on this podcast ... telling you my backstory.

Now this may come as a surprise to you ...but here's the reality of the situation: **"You're going to repel more people than you attract if you're doing a great job of being yourself"**. --- So, if you're not repelling unqualified prospects (so that they won't respond to your offer) ... you're doing a poor job of selling your stuff. --- "Everyone" is NOT ...I repeat (IS NOT) your prospect ...and you should do everything in your power ...



Including (actually getting excited about) doing what you can to drive the wrong people (i.e., “the time wasters; tire kickers; and people you can’t help for any number of reasons”) away from you (as far as possible).

My friend (and one of many mentors) ...Franklin (Octavius-Throckmorton) Kern does this by using (all out profanity) ...for the purposes of pattern interrupt (an NLP technique) to throw prospects off balance (which makes it easier to sell to them) ...he also talks about the use of drugs and alcohol ...which (as you know) ...appeals to some people (a lot) unfortunately ...while (totally repelling) others. --- Same thing with Perry Belcher ...he’s crude, vulgar and shocking (in his presentations) to say the least ...all by design (of course).

And as you know by now ...I’m a born-again Christian ...one of those pesky folks who (really believes the Bible and what it says) ...and as such ...I have a responsibility to share that with you. --- Now, while I DO make it a habit to tell you (how my life has been transformed by the Gospel) ...I make sure that EVERY episode of this podcast (and everything else I do) like training videos; my book; webinars and (live seminars) deliver IMMENSE value to you ...so you can get more clients and sell more stuff online. --- OK ... moving on to #7.

### **7. Reason #7: They don’t 100% believe what you’re telling them**

### **8. Reason #8: They don’t believe in themselves**

This is the biggest objection that will get in the way of you making sales.



So, now that I've gone through all those reasons ...we've got to address (and answer) an all-important question: "So, Is Selling All About Getting More People To Say 'Yes' to your offers." --- My answer? Not a chance! As far as I'm concerned ... I want people (who are gonna tell me NO anyway) ...to tell me as fast as possible.

You want to invest all your time in speaking to warm prospects. --- If you've got sales people working for you, (you can't expect them to get their teeth kicked in) day after day after day ...and still be excited about making sales presentations. --- You NEVER want to be wasting full presentations on people (who have zero interest) in hearing what you have to say.

Ya know ...mean 'ole Dan works this way. --- He never pitches a copywriting project to anyone (unless they've hired him for a full day of consulting first). --- And then (Only after the person has gone through the full day of consulting) ... and Dan has gathered intelligence about whether this person would be a good client or not (will he ever broach the idea) of working on a project together.

**This could be THE MOST VALUABLE LESSON you get from today's episode (if you'll let it be): *Don't pitch high dollar services or products to people who haven't already demonstrated that they're suitably interested in what you offer.***



**2ND REALITY OF SELLING: Almost no one has the ambition it takes to improve their situation**

**Improvement offers are some of the WORST offers you can make.**

Everyone has some form of desire (that revolves around the belief) that you can never be too rich, too skinny, or too-successful. --- Everyone has desire (but almost no one has ambition). LISTEN UP ...this is a WRITER-DOWNER! ---- This is why your marketing should never appeal to ambition (because targeting people who have expressed a desire) ... increasing your market size (and your opportunity to sell your stuff) by a multiple of at least fifty ..probably more. --- Think about it: 98% of the people (you that fall into the demographic of your ideal clients) ...have a goal they would like to achieve. --- A Whopping 2% of people ....like the remaining few ... have the ambition to see their goal come to fruition.

So, why do people lack ambition? Is it because they're lazy? In most cases ...NO. --- They lack ambition because (They are deathly afraid of failing) ...and as a result (in a majority of cases) ...they don't even start. -- For those that do start ...most will never finish. --- This is happening on a subconscious level ... but (you can't fail) if you never make a real go at it, right? --- As pathetic as it (really is) ...and YES... this is pathetic ...People can keep their dream alive (by never pursuing it in earnest). --- If they were to (really go after it) ...and God forbid (fail) ...then they'd have to KILL THEIR DREAM ...which they're not willing to do. --- As weird and as weak-minded as it is ...



a lot of folks are happier living with a dream (that they'll never transform into reality) ...than they are (actually) going for it ...with the possibility of failure. --- Them are the facts!

So, (The fear of killing their dream) is one of the reasons your prospects (will NEVER purchase) **how-to** information. --- Now I want you to check this out ... because I've made a list of the top (bad beliefs) ...AKA (lame excuses) your prospects hold on to ...that prevent them from EVER buying your (How To) information ...no matter (how good it is).

**Bad Belief #1:** I don't have what it takes, or I'll find some way to screw it up

...

This is rooted in people have an underlying belief that something is missing that they can't have and that even if they had everything they needed, something would come in and ruin it because they feel like they're doomed and that life is against them.

**Bad Belief #2:** It shouldn't be possible to do it that quickly . . .

**Bad Belief #3:** It's shouldn't be possible to do it that easily . . .

Both of the beliefs above are rooted in people believing that the path to success should be slow and hard. --- Which is why we have ditch diggers and garbage men (nothing against those folks) ...nothing at all...and I'm very, very thankful they do that kinda work...and I'm sure you are too!

**Bad Belief #4:** These people can't tell me anything (because after all) I've got XYZ degrees ....or (I've been in this business for 20 years now) and I've seen it all . . .

**Bad Belief #5:** I need to be certified by someone to do this. --- This one is highly prevalent in people who bow down to authority.

**Bad Belief #6:** People who succeed are evil . . .

You don't want to ignore this highly common belief.

**Bad Belief #7:** This is only for X kind of person . . .

You can plug "white", "rich", "Smooth-talking", "Extroverts", "women", "Young people", etc., etc., etc. (People love pulling this excuse out.) --- Notice that none of these beliefs have anything to do with "cost". --- People might tell you they're not buying because of cost but that isn't reality. People find a way to pay for what they feel they can't live without. This is why you see satellite dishes attached to beat-to-shit trailer park homes. --- This means that when you can get your perfect prospect to believe it is possible for them to make something happen with your product, price won't be a problem.

## **3rd Reality of Selling: Belief is hard to come by**

If your product is directed at an ambitious person, you've already eliminated 98% of the market. --- Within every market or niche ... you have a sub-segment of people (that are more ambitious) than everyone else ... alas (our 2%)! --- Now to understand (and benefit from) this 3<sup>rd</sup> reality of selling ...let's begin by taking a look at:

## **The 4 Stages of Belief (that prospects have to go through) Take Your Offer (i.e., "buy your stuff")**

**Stage #1: Unbelievable (but Super Desirable) Offers** – I'm gonna go out on a limb here (and say) that no one listening to this podcast (will ever use an offer from this category). --- Here's an EXAMPLE of What I'm talking about: *"This belt just shocks the fat off your body (while you kick back on the couch) watching TV"*. --- Now, claims like this (will attract the least attractive type of clients) and if you do get them (you're gonna have to deal with all the headaches) that come with them. --- If you do use claims like this in your offer ...(my guess is that you won't be in business much longer) ...because once these people figure out (how worthless your promises are) ... they're gonna become your worst nightmare. Forget the fact (that they were dumb enough) to believe you in the first place ...they've got no life ...no friends ...and nothin' but time to wreak havoc on you.

**Stage #2: Attainable By Sweating Your Butt Off (Using Sheer Will Power)** – A great example of this is P90X ... or think of what people have to go through (lot's and lot's of time and effort) to get a black belt. ---



I consider this (the no-cheating category) and it includes anything (that's gonna require your prospect) to exercise an extreme-level of discipline (in order to succeed). --- The kinds of people who gain success via a route like this (are without question) some of the best clients you could ever have.

**Stage #3: Attainable By Having Access To A Master/Coach** – Think about getting your doctorate in chiropractic ... or getting access to Big Tony for personal coaching. --- I'm doing this now with Hannah Rae ...by hiring the coach that currently trains her. --- She's on the top-ranked team (at the academy level) in the state ... and her coaches (and trainers) are known for being (the best of the best). --- (The major power behind this stage of belief) is having someone else (a person or persons who are known for being) "a trusted authority" ...who's further along the path your prospect wants to go ...who (actually) believes in your prospect. --- Because of this, (they're seen as extremely credible) in the eyes of the prospect ...which leads to their willingness to trust in (the guru's) judgment and to follow their instructions. **(Here's a great example from The Matrix).**

**Stage #4: Attainable By Sheer Luck or Circumstance** – Think the lottery here or like (Paris Hilton being born a Hilton) or think of anything someone else did (and became massively successful with it) the first time they did it ...and they did it without a guide (and without instruction).

OK ...now that I've gone through those four ...I wanna give you the BIG TAKEAWAY. Listen closely: Every time you make a claim (about something you want people to buy into) they subconsciously run your offer through the filter of these four stages.



And they do that (so they can figure out) which stage of belief applies to your offer (and the promises you're making within that offer.) --- They wanna know (specifically) which of these stages would need to be working in their favor (in order to obtain the get awesome results) you're promising. --- So, when they're checking out your offer ...they're processing these thoughts (at lightning speed) and asking themselves:

1. Would I need to sweat my butt off ...or tax my brain till it's ready to explode (in order to have this work for me?)
2. Would I need to have a master trainer (who believed in me and guided me through all the pitfalls) in order to have this work for me?
3. Would I need to just get plain lucky (for this to work for me) ... or am I already lucky in this area (and believe I can keep my luck streak rolling) with this new opportunity?
4. Or, would I have to be a complete idiot to believe that this is possible?

These are the questions your prospects are asking themselves. --- These are questions YOU'RE Asking Yourself ...so, knowing everything your perfect prospect needs to believe (in order to purchase what you're selling) ... then (consciously) addressing these needs (and building that into your offer and your pitch) ... will make your offers 1,000 times more potent.

This exercise requires you to (know your prospects) like the back of your hand ...so you can ask yourself this question: "What is everything my



prospect needs to believe (in order to buy my stuff)?" --- And quite honestly ...the answer to that question is counterintuitive. ---

As an example ...19+ years of selling stuff online (has taught me) that offers which require prospects (to believe the fewest number of promises) ... preferably one thing – work far, far better. --- I am thoroughly convinced and completely persuaded (that your offer is gonna fail) if prospects need to believe (more than three things about it.) --- Why? --- Because more often than not (they're gonna take a pass on your offer) before they arrive at the point (where they can believe all three promises) at a satisfactory level.

Now, you might be thinking: "Is that really true Ken? ...that's really how it works?" --- and my answer to that is an EMPHATIC --- Well Yeah! --- And now that I've answered your question ...let me ask you one: Can Getting People To Believe In Only One Thing Improve Your Sales by a Multiple of 10 (not 10%) ...but by a multiple of 10 (that's a 1000% increase)? --- If you're thinking (ah ...probably not) ...you'd be dead wrong.



Now ...a great way to illustrate this for you (is by telling the story) ...as best as I can remember it ...(about a guy who was in attendance) at a Perry Marshall seminar. --- Turns out (this guy was a client of Perry's) ...and his business was (like a business opportunity) gig ...where his ultimate goal was to find people who owned a business ...and then convince them to let him sell it to someone else. --- Turns out that a lot of people (really don't like the business they own ...and (if given the right opportunity) ...they'll sell it ...so they can start pursuing the (next dream scenario) or whatever. The problem with this guy's business (before he actually hired Perry) was that even though (these were very high-ticket sales) ...his close ratio was terrible ...like less-than two percent. --- The guy got prospects by running ads and driving prospects to a seminar ...and what caused his conversion ratio to be so low ...was that his prospects had to believe (like six or seven things) before they would buy into his program.

So, he hired Perry and the first thing (Perry did) ...was to completely rework the sales presentation (so that the prospects) had only ONE thing to believe ....one hurdle (if you will) to overcome (in order to make the purchase.

So, what kind of effect ...what level of improvement did this have on the guy's closing ratio ...and (ultimately) his bottom line? He went from (essentially a two percent closing ratio) ...to over 20% ...which is a ten-fold increase in sales ...which multiplied his revenue (by a multiple of ten) ...literally overnight. ----



And that my friend ...is the amazing benefit behind (making it easy) for your prospects to believe your offer... and you do that (again) ...by reducing the number of things they'll have to believe (in order to see themselves succeeding) with what you're selling. --- So, (based on that) ... my question to you is simple: Are your offers asking prospects to believe 27 things ...or are you asking them to believe one?

OK ...let's do a quick recap of what we covered on today's episode "The Painful Reality (Behind Why Your Offers Aren't Working) and How It's Killing Your Sales Online"

We started off by talking about:

**1. 1ST REALITY OF SELLING ...which is this: Most People Online  
...Don't Want What You're Offering**

Remember ...Even if I've got the greatest offer (ever created) ...and even if I've got (the greatest skill set ever) and can give you the results you want .... most of my perfect prospects will tell me (that they don't want to give me money for it.) --- Think about it. --- Even if I'm good enough to create campaigns that produce (and average conversion rate of 20% online) ...which is legendary (by the way) ...I still have to face the reality that (80% of the people who saw my offer) still didn't buy ...they still said, "no."

**9. Reason #1: You're not (directly) asking for the sale**

**10. Reason #2: They don't know how to complete the purchase  
...because you're not giving them clear instructions**

11. Reason #3: They don't want what you're trying to sell them
12. Reason #4: They liked what your competitor was offering ...  
BETTER!
13. Reason #5: They don't feel like what you're selling is a good fit for what they want.
14. Reason #6: They don't like you
15. Reason #7: They don't 100% believe what you're telling them
16. Reason #8: They don't believe in themselves

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