

Tad Hargrave interviews George Huang about the . . .

10 Myths About Getting Clients Fast



Introduction: Slow Marketing vs. Fast Marketing



Three months ago, I wrote a blog post called [Slow Marketing](#).

It was all about how it's okay (even important) to slow down our marketing.

This is a wonderful philosophy but what if you need money yesterday? What if you're so broke and you can't afford rent? All of a sudden, the slow approach while philosophically satisfying, doesn't cut the mustard. So, what do you do when you resonate with a slow approach but you need fast results?

This was a question in my mind when I got on skype with my colleague George Huang of <http://freedompreneur.com/>. Years ago, George created an income of over \$10,000/month in 73 days.

And he did it without most of the things we're told we need to have.

To be clear, he did it without a big list, a Web site or a blog, a bunch of social proof and client success stories, a business card, referral sources and huge hubs, social media, an ethical bribe or [free gift](#), a huge sales funnel with ten levels to it, a million ways to market himself or a business plan.

What did he do?

He did what all of us need to do when we need results fast. He focused and he hustled.

When you need income and clients fast you need to laser in on one project + one marketing method and work it.

George printed out a little poster for a workshop he was planning. And, after wasting a month on trying to get clients with free consultations (which he didn't know how to do properly) and then two more weeks on a website and blog he went to every morning business networking meeting he could. Each participant had one minute to introduce themselves and he stood up with his little poster and plugged the workshop. He got 19 people to go to his workshop (some for free others paying \$25).

At the workshop, he offered a free session to anyone who resonated with his perspective. 13 people took him up on that and then four people became private clients at \$1,500 a month. Within 73 days of conceiving of that event, he had seven private clients at \$1,500 a month. That adds up in U.S. dollars to \$10,500 a month.

This entirely echoes my own experience of creating a lot of money fast. Pick one thing and work it.

When you need money and clients fast what you most need to do is pick a single project [focused on a single niche](#) and work it hard.

Once you've got the basic project, divide it into steps.

In his case there were three steps . . .

step #1: fill the workshop by using a marketing strategy that played to his strengths. Do you love speaking? Do that. Networking? Do that. Writing? Do that. Don't worry about doing everything. Just get out there.

step #2: lead the workshop. Give people lots of value and a clear sense of what your [point of view](#) is. Let them meet you and get a sense of who you are and how you see things.

step #3: lead the free sessions and, where it felt like a fit, **offer his monthly coaching package**. Creating a compelling 'free session' can be powerful if you avoid the [three big mistakes](#) most people make (although George does exclusively paid intro sessions now and can [teach you how](#)). You can use that free consultation to figure out (on both sides) if it [feels like a fit](#) to explore working together in a more committed way.

Come up with some sort of ongoing package. Some people will do a series of six sessions. Others will set up an annual contract for 12 sessions, one per month. Others will set up an ongoing monthly session with no end date. But invite them to make a larger commitment to their journey and offer your help on it. It's okay if they say 'no' to you. They might just say yes.

But this whole model would have been a huge waste of time and money if George had left out step three.

Most service providers get stuck in a cycle of Step One and Step Two and then end up broke.

Figure out what you can offer than will bring more financial sustainability into your life and more value and progress into theirs.

Slow Marketing is the long game (and there are [three big things](#) you need to do to build that up). But Fast Marketing is the short game – and, being real, sometimes you need to learn how to play it. You need to learn how to drive the golf ball long, but also how to putt. It's not the tortoise vs. the hare – it's the tortoise AND the hare.

Let me restate something: he did this without a big list, a Web site or a blog, a bunch of social proof and client success stories, a business card, referral sources and huge hubs, social media, an ethical bribe or [free gift](#), a huge sales funnel with ten levels to it, a million ways to market himself or a business plan.

Let me put this another way: those things are all useful in the long game but *irrelevant* for your short game.

Stated another way still: focusing on those things will, very likely, not bring you *any* money in the short term.

If you need money fast, stop trying to grow your business as a whole for a bit (put only 10% of your efforts there) and start focusing 90% of your efforts on the most lucrative and exciting possible project.

And then, when you've got some financial space from the amazing success of your project, slow down and go back to work on your [foundation](#). You'll thank yourself for it later.

But, without further ado, please enjoy the full transcript of my conversation with George.

warmest,

tad

Transcript

Tad Hargrave: Hey, everybody, this is Tad Hargrave from Marketing for Hippies and I am here with my colleague, George Huang. I met George a few years ago at a gathering of conscious marketing types and I want to talk to George today and share this conversation with you.

I am on a lot of my colleagues' lists and I got an e-mail about rapid wealth creation or how to get a lot of clients fast. George is someone whom I know is extremely effective and very practical in what he does, so I was curious about it and we started a conversation.

It was interesting to me because I had just written a blog post a month ago which received a ton of response. It was entitled Slow Marketing and it was based in the whole idea of the slow food movement, slow fashion etc. Here we are in this culture of fast food and everything moving quickly. How can we slow things down? It raised the idea of how we can apply this to marketing. And yet George was talking about doing things fast.

So, I sent George an e-mail asking, "What are your thoughts on this?" His responses were so provocative. They came in the form of, "Here are the myths and the realities around attracting clients," so I wanted to have this conversation with him.

Welcome, George. It is super good to have you.

George Huang: Thanks, Tad. It is a privilege and delight to be speaking with you now.

Tad: George lives in Seattle where it is rainy. It is also very rainy here in Edmonton.

George, can you share a bit about where the name of the program came from and why you are doing it?

George: This is called the **Rapid Revenue Acceleration Summit**. The theme was inspired by the time in my life when I left plastic surgery (in 2003) and I wandered around a little bit. Then I had this bright idea of coaching entrepreneurs in 2005.

My problem was that I did not have a blog—social media was not around. I did not have any referral sources. I did not have a list of

leads. In fact, I had no track record of client success. However, within 73 days of conceiving my first workshop to tell people about what I was doing, I created an annualized six-figure revenue stream. To this day I have sustained that in spite of all the economic challenges.

I figured, “Well, if I’ve done it, then surely there have to be other people who have created revenue quickly and sustained it.” I thought, “Well, why don’t I gather experts from around the world to teach the fundamental principles of success, the best practices and mistakes to avoid, and how to go about this.”

I figured that the sooner people make revenue the more likely they will be able to make a deeper, more lasting contribution, and to have freedom in their own lives.

Tad:

That’s interesting. I often say at my workshops that part of the reason we need to handle our marketing and get it together is because there are so many people—and I’m sure you meet them all the time—who want to start their own business.

Maybe they want to be a coach; maybe they want to open a coffee shop; maybe they want to sell some product they are making. However, they are on the fence and I think they look at people like us who have gone before them, and if they see that we are broke, miserable, and struggling, they do not move.

For the people doing the most important, progressive work in the world, trying to make the world a better place, I think it is really important that we actually handle our marketing and become sustainable. This seems to be the question for a lot of people who are doing good things in the world.

Sustaining the world is one question, but then how do we sustain ourselves, as well? It often becomes this dynamic of give, give, give, and sustaining everybody else while we ourselves burn out. I think this question of how these businesses become genuinely sustainable is very interesting.

I e-mailed you and asked you what the biggest myths are around creating wealth. It seems to me that there are two different roads. There is the road of slow, steady, slow marketing, building trust, and building relationships over time. However, it also feels very true to me

that there are things you can do quickly. I do not think these are mutually exclusive or opposed to each other.

I am curious about your thoughts regarding the slow versus the fast.

Slow Vs. Fast Marketing

George: I totally agree. There is no right or wrong way. There is not one that is better than the other. The interesting, though, Tad, is that if you look at rapid revenue acceleration versus the slow route, the fundamental principles are the same; the best practices are the same.

The difference is that you are more intensively focused when you are creating revenue quickly. Just to give you an example, whether you are going to generate revenue fast or the slow, steady way, you still have to focus on your strengths.

Many people end up trying to do something that you or I did which worked for us, but it doesn't play to their strengths. In fact, it brings up their blockers; it showcases their weaknesses. It exploit their weaknesses which is not what you want to do.

Focus on Your Strengths

Tad: Can you give me an example?

George: I created revenue quickly in this way. In the first 30 days after I decided to coach entrepreneurs, I started calling people. They were sort of warm-cold calls, tepid calls, because nobody knew me other than as a plastic surgeon. I was calling people to say, "Hey, would you like to do a free session with me? I can give you a strategy session."

I had a list of 135 people whom I was going to call. At the end of 30 days I had called 65 of them and I had zero takers on my free session; zero.

Tad: You were offering something totally free, doesn't cost anything, and almost nobody took you up on it.

George: *Absolutely* no one took me up on it. That is a strategy which a lot of people champion; do a free session. Literally, on the 30th day I looked

out the window and said, “This is not working. I’m not going to get anywhere like this.”

I looked out the window and I said, “You know what? I don’t care that I have essentially failed in these last 30 days and did not get any takers. I know I have something incredibly valuable to offer. It is just that the right people have not found me.

I said to myself, “What am I really good at that can let people know what I have to offer?” I said, “I’m good at speaking. I can speak at any time in any place; impromptu or prepared, it doesn’t matter.”

I said, “Okay, I should do a speaking event.” That day I scheduled a speaking event. I scheduled it for four weeks away because I needed to generate revenue, otherwise I would have to go back to plastic surgery.

I spent the next two weeks doing things that were not my strengths. I was trying to build a Web page which I didn’t really need. I was just trying to get it hooked up with a shopping cart so people could register. I created an autoresponder and all of these cool things that I thought I needed to have. In retrospect, I did not need to have them.

I spend two weeks trying to put this technology together and I freaked out because I only had two more weeks to promote the event.

Tad: Oh, my!

George: I cancelled it. I cancelled the event. I cancelled it for a day and a half and after a day and a half I said, “What else am I going to do? I have no clients; I have no referral sources. What am I going to do?” I said, “Well, I should just have the event. If one person shows up and they become a client, it is a grand slam.”

I put it back on. I literally spent the next two weeks going to different breakfasts and lunches and events inviting people. I did not have a business card, so I held up a flyer for my seminar. It was just an 8 ½ by 11-inch page flyer for my seminar.

Ultimately, 18 people registered to come and 19 people showed up.

Tad: Was it a paid seminar?

George: Well, it was supposed to be a paid seminar, \$25 per person, because I wanted to filter people out. There was an early-bird price of \$15 and I promoted up to the very last day. At the end, I comped people just to show up. Some people paid and some people came in for free.

From there, I think I had 13 free sessions and three of four people became private clients at \$1,500 a month. Within 73 days of completing that event, I had seven private clients at \$1,500 a month. That adds up in U.S. dollars to \$10,500 a month.

These people were on 12-month contracts, so it was relatively reliable revenue. I started increasing it after that.

Tad: You promoted this talk, this workshop. You charged \$25 and you comped some people in. You had 19 people there. Then you offered them the free strategy session and from the free strategy session, if it was a fit, you offered them the longer coaching.

George: Yes, you got it. This was my set-up to your previous question. To answer your question, not everybody will be effective at speaking. I happen to be good at it, but not everybody is. Some people are literally terrified of speaking. Then that is not a good strategy for them to use.

Instead, maybe they should use a writing strategy. There are writing strategies you can use to generate revenue quickly. If writing is not your cup of tea, maybe you need a different strategy. Maybe you do need to go online.

Tad: This is funny. This is something I talk about all the time at my workshop. There are many different paths or ways that people can find you and come across you. There is speaking; there is writing; there is networking; there is hosting events like parties and stuff; there is PR and social media.

There are so many different ways that people can find us. I feel like that is the heart of it. How do we make it easy for the kind of people we are looking for to find us?

They all work. I think that is the biggest thing I have gotten over the years. Oh, it all works. All of these tactics work, but it involves playing to our strengths.

There is a guy Duane I met. He used to be a biker and he became a shaman like they do. If you threw him in a room of strangers, he would meet everybody and at the end of the night he would be surrounded with everyone listening to his stories. He loves that; he feels so comfortable.

Somebody else would be a total wallflower the entire night. They would feel awkward and never talk to anyone or just talk to the one person they know. It would be a total bust.

Yes, I very much agree on playing to the strengths.

George: I agree with what you said that they all work. I would also add that they all *don't* work.

Filtering Out The Tire Kickers

Tad: Yes, totally! There is something you said which I want to expand. People miss out. As you said, you charged the \$25 to kind of filter people out and I think sometimes there is this thing of being totally accessible to everybody. We want to reach everybody, so we kind of give everything away for free. There is no attempt to filter people out, so they attract a lot of tire-kickers or people who do not take it seriously.

I am curious. Would you speak about this whole philosophy of filtering people out?

George: I learned this from being in plastic surgery. When I came out of training, I just wanted to help everybody. My brother is a physician, as well, and he is ten years older than me. He kept telling me, "You can't operate on everyone."

I said, "What do you mean? I'm trained to literally operate from head to toe on anybody and I can help everybody."

He said, "No, no, you have to be careful." I ended up operating on the wrong people who were not a good fit for me and they created problems. I learned from that experience that, yes, maybe theoretically I can help everyone, but there are only certain people who are a good fit with my values and my philosophy. Also, they are open to receiving help.

If you translate that to the work I do now with entrepreneurs, there are some people who will come across my desk, send me an e-mail, or call me, who say they want help but are not willing to do the work. They are not open to the strategies and tactics that I recommend. They want to do things according to the latest fad.

They are not willing to be guided and there is resistance or they are waiting for me to do everything for them. That does not work either.

There has to be a good fit. If you look at the general population, there will only be a certain percentage of people who are a good fit for you, whatever your style of personality may be. That is the important thing to be aware of. You do not need everybody; you just need a small fraction of the people who would be a good fit for you.

I think the principle here is to get real, be realistic, and know that you only need a small percentage of people who jive with you.

Stop Doing What Isn't Working

Tad: I think especially when we are talking about creating revenue quickly—and I don't even know that much about your process—it seems to be imperative to stop wasting your time on things that are not working; stop wasting your time on people who are dead ends.

Stop investing so much time and energy into these tactics that are not producing any results.

People say, "I have been doing this thing for years and I am still broke." Well, that is probably a terrible model then. Putting more effort into a bad business model just means the bad business model doesn't work faster.

I want to go over this list of myths you have. When I first read it, I was kind of like, "Wow! Some of these are things I teach as things which are important!" However, as I read it, I also had this feeling that, "Wow, it's true. You don't need these things."

I think this is one of the things that was most exciting to me about your responses. I feel there is a lot of misdirected drive in marketing and it makes sense. People go to a workshop and the teacher says, "Here is

what you need to have,” or they look at their colleagues and they see all the stuff their colleagues have and are doing.

They think, “Oh, that’s what I need. Everyone else has the business cards, brochures, or flyers, so I need all of those. I need the fancy logo.” They spend all of their money there. There is this idea of optimization that I really got from Jay Abraham whom you may know.

George: Yes.

Tad: If you spend \$100 on an ad, that ad might pull one response, two responses, 100 responses, or zero responses. It is the same ad, the same amount of space, and the same amount of money being spent on it.

How do we be most effective? There are so many myths that people believe in terms of getting clients and making money which totally sabotage it because they are putting their efforts into things which do not work.

The Top Ten Myths of Getting Clients Fast

Myth #1: You need a big list. Why is that a myth? Everyone is saying, “You need a big list. This is the key to making lots of money.” In your experience, however, you totally did not have the big list. Why is this a myth?

George: It is a myth because if you do not have a list to work with, why waste time fretting about not having a list? The principle here is that you have to work with what you have; work with what you have in your pocket right now.

I did not have a list. I did not have time to go and create a list. I fantasized about having these CDs and having AWeber or Constant Contact set up to capture e-mails. However, I had no traffic; I had no Web site, right? I could not take the time to build a list.

I had to go out and meet people and talk to people. I held up my flyer and told them what I had to offer. The one thing I could do is to tell a story, so I told a story about my background as it applied to entrepreneurship.

I truly did not have a list. This is how I proved that you do not need a big list. You do not need any list at all if you are willing to focus on the strategies that will get you in front of people who would be attracted to what you have to offer.

Tad: I think what is exciting to me about what you are saying is that there are so many ways in which entrepreneurs unconsciously delay getting clients. They think, “I can’t do that until I have these things in place. Once I have all of the things in place which I see everybody else has, then I can move to getting clients.”

What you are saying is, “Hey, you can get clients now. You can still build those things, but you don’t need to wait for that.”

Myth #2: You need a Web site and a blog. A lot of people say you need these things because people need to be able to check you out, read about you, and to get a sense from you of who you are at a safe distance. The Web site is kind of the core of your whole thing. Do you have any thoughts on this one?

George: Yes, I did not have a Web site. The most I had was a one-page site where people could see the same flyer I held up when I was live in front of them and they could register for my workshop. This was the only site I had. It wasn’t a real Web site. It had nothing on it except the same flyer I printed.

The thing is that there are clients I have guided who have even beat my record. I had one client who created a six-figure, annualized revenue stream in 71 days. I have had others come close like 99 to 180 days.

As I look at them, each of them did not have a Web site. If they did, we totally ignored it; we totally ignored their sites. It is a distraction to build out a Web site. Do you know how much time and energy it takes to do that with copywriting, the technical stuff, coordinating graphic design and layout? Oh, my gosh! In that amount of time, you could create annualized, six-figure revenue stream!

I told them, “Don’t worry. Just chill out and don’t worry that you do not have a Web site. It does not matter that everyone else has one. There are plenty of businesses around that do not have a Web site even today and they are doing very well.”

Tad: I love it. I love it. It is so contrarian.

Myth #3: You need client success stories or social proof of your expertise. There is this question of how people are going to trust you unless other people like them have had a good experience with you.

I am curious about how that factored in. You invited people to this workshop and you got 19 people there. Yet, you did not have a track record and they booked a session with you. What is your sense of how that dynamic played or didn't play out?

George:

I didn't let it phase me that I didn't have client success stories. I drew on my own personal experience in life of being a competitive tennis player and the challenges and discipline of practicing and training; of being coached and being open to coaching.

I drew on my experience of being a plastic surgeon starting out at the age of 32. I knew nothing about business and I was nearly broke. I was actually penniless at the end of two years and my business advisors recommended that I declare bankruptcy at the end of my second year of practice.

I did not declare bankruptcy. I just said, "You guys are crazy! You guys have not taught me a thing about business and now I need to go learn about marketing, running an office, hiring, systems, and financial management."

I just told stories like this. I said, "Look, I learned from those experiences—my life experiences—and now I am able to help other people." I told people I became the business guide and mentor that I wish I had when I was starting out in plastic surgery. I would not have had to go through that heartache, mental anguish, and grief.

Everybody will have a different story, but the principle here is to tell a story that comes from your heart about why you do what you do. Why do you do this work? What drives you to do this work? What gives you energy around this work?

If you will allow yourself to freely express that energy, that passion, and that compassion that you have for whom you are here to serve, people will be magnetized to it. They will not care that you do not have 50 million success stories or testimonials on your Web site.

Tad:

Do you know Michael Margolis?

George: I do, yes.

Tad: I think you connected me with him.

George: I introduced you to him, yes.

Tad: It is funny. Of course, all of his work is about stories at GetStoried.com, if people want to check him out.

George: Absolutely, I highly recommend you go to his site and learn what he teaches. It is incredibly powerful.

Tad: There is this whole idea of stories. It's funny because when I walk with people about stories, there are basically three kinds of stories you can share.

Maybe you are just beginning and you do not have a lot of stories about clients you work with. However, let's say you studied osteopathy. You could say, "My teacher worked with clients and these were some results." Those stories help to clarify.

You could share a story about a client you worked with or you could share your story. There is this idea I got from our mutual colleagues, Suzanne Falter-Barnes and Jeffrey Van Dyke. It is the idea that your deepest wounds are often your truest niche. The things you have struggled with the most in your life are often the medicine you have to give out to the world.

It is so amazing. People will sit down and talk about their modality or the techniques or whatever they do. It is okay and it is sort of compelling, but not really. However, as soon as they start telling their story of what they went through to get where they are today, it is always so compelling.

It is funny. When you talked about becoming that kind of business counselor that you wish you had had, I feel like so many of us go through that journey of becoming the kind of support that we wish we had had, becoming the counselor or the advisor.

I think it is so easy to downplay our own life experience of everything we learned just to deal with what we were going through. It may not be learning to help other people necessarily, but it is easy to

downplay that and to think, “Oh, I just need a lot of other people saying I am so great in all of these testimonials,” when our own story that we experienced is often so inspiring and impressive.

George: I totally agree. It is easy to downplay it. I also think there is a lot of shame and guilt wrapped around sharing that story with other people.

Tad: All right, **Myth #4: You need business cards to pass around.** I love this one because I have been doing this for ten or 11 years and for the first eight or nine years I totally did not have a business card at all. People were always shocked. They said, “Tad, you teach marketing.”

“Yeah, I know. Weird, eh? Do *you* have a card?”

George: That is the perfect strategy. If you have business cards, don’t give them out. Ask for a card from the other person.

Tad: I give out most of my business cards at the workshop as an example of what to do. If you are going to have a business card, the two things I always say are to make sure your photo is on it so people can actually remember who you are.

Also, on the back, if you can offer some sort of pink spoon, a free sample of what you do like a link to free videos or a blog post so people can check you out, that will make the business card worth much more.

Yet, there is this misdirected drive. I am sure you hear this all the time. “I am just getting my name out there. I have to get my name out there.”

Somebody will go to a networking event with a stack of 100 business cards and at the end of the night they have given them all out. They say, “This is amazing! I am really networking. I really got my name out there!”

They go home and they sit and they wait by the phone which never rings. Nobody ever calls and it blows their mind; it doesn’t make sense. They feel like they have done something wrong like maybe they networked wrong. It just doesn’t tend to work that way.

I never did that early in the day just because I literally did not have a card. I just asked for their info and then I would send them an e-mail.

Often it was some link to something useful based on our conversation like at Ted Talk there would be a blog post I had written that would help them.

As I was getting their card, I would say, “This is great. There is this thing I want to send you that is relevant to what we are talking about. If you like, I can add you to my e-mail list. You will know when I am back in town and get sporadic but charming updates.”

Almost 100% of the time they would say, “Oh, yes! Add me to your list.” I would say, “Great, and you can unsubscribe any time you like.” At the end of the night, I would have ten business cards from other people, but that is so much better than giving 100 business cards.

George: You have higher quality.

Tad: Do you have any other thoughts on the business card thing?

George: I would say to people, “Don’t fret if you do not have business cards and don’t worry about not having a fancy-looking logo.” I don’t think it is worth wasting the time, money, and energy to put into the card when you don’t really need.

Tad and I are living proof that you just do not need a business card. Is it handy to have around? Well, sure it is, but create an annualized, six-figure revenue stream first. Then worry about business cards.

Tad: some of these things are such that if you have time, sure. However, people will beat themselves up and say, “Well, I can’t go networking because I don’t have business cards.” I’m like, “Agh! You’re killing me!”

Myth #5: You need a list of referral sources to create a significant revenue list. How do you mean “referral sources?”

George: You might have a related business of clients or business associates who could send business your way; they could send some of their customers. Maybe you offer a complementary service to some other businesses and they could bring you in on projects or business engagements.

I did not have any of that. Some people may be able to tap into a big list or borrow a list from somebody through a joint venture or a

strategic alliance agreement. I did not have any of those. I did not know anybody in the business coaching field.

I did not really know anybody in the life-coaching field, so I had no list at all. Nobody could refer anybody to me because I did not have a track record; I did not have a history; nobody was familiar with me. I guess for all intents and purposes, you could say I was up the creek without a paddle. I didn't care. I was going to paddle with my hands and feet.

What I am saying is you should not worry if you do not have a referral list.

Tad: I talk about this a lot. The word I use is “hubs.” In a way, you were going to the business networking things and doing those talks and they were not necessarily the perfect hubs for you.

George: No, and I only had one minute to stand up and show my flyer.

Tad: Oh, no kidding! That was it? I thought you did a whole talk there.

George: No, I didn't have time for that. Nobody knew me. When you go as a guest to these networking events and you get to stand up and say your name and your “elevator” speech, I didn't do an elevator speech. I said, “I'm George Huang and here is my event I am doing two weeks from now.” I held up the flyer and said, “If you're interested, get a flyer from me at the end.” That was it.

Tad: Wow, dude, you hustled. That's amazing. This next myth is so rich and so timely.

Myth #6: You have to be on social media to succeed. I see a lot of clients feeling like they have to be on social media; they have to be on Facebook, Twitter, and LinkedIn. They feel so overwhelmed. Some of them are not on it, so the thought of getting on it overwhelms them.

With the ones who are on it, some of them use it a lot and, yet, it is not actually helping them build their business and they feel kind of frustrated with it.

George: That is the thing. Shiny objects are very attractive because they attract our minds and eyes because they are moving. It is something fresh; it is novel.

However, just because something is new and novel does not mean it is the right thing for you. Back in 2005, social media wasn't around and I didn't have to worry about it because it wasn't available.

Even now, social media is not necessarily the right thing for everybody. Some people are really great at it. They have the right wiring, the right personality; they have the right drive around it. However, it doesn't mean that everybody should do it.

I would rather see people or hear people rather than type stuff out. Social media for me is kind of a grind. Do I wish I was better at it? Yes, I do, but I do not lose any sleep over it because I am not good at it.

Maybe one day I will become better at it, but right now it is not a big business driver for me.

Tad:

I think probably one of the promises of social media is that you can become well-known. People start to see your posts a lot and they can become familiar with you.

I was at a café recently and there was a musician playing. She was about to play a song and she looked over at me in the corner. I had never met her and she said, "I know you. Is your name Tad? I see you on Facebook all the time."

I assumed we were friends on Facebook, but we were not even friends on Facebook. Somehow, she just recognized me and that was fine. However, it is not like that is going to make money for me. It is not going to help my business.

I see this all the time. There are three women I can name in Toronto where I do a lot of workshops who are extremely well-known in the holistic scene. If I drop their name at any holistic event, people are like, "Oh, I love that person. They are so great."

Everyone assumes they are doing extremely well and have a lot of money. Some people even resent the amounts that they charge for their events because they think they are just getting rich on scene. However, all three of them are broke. They are all totally financially struggling and trying to get by. Everyone assumes they are doing really well because they have their names out there.

It is a funny dichotomy and I see people doing this all the time, using social media in that way or whatever tactic in that way.

George: I know exactly what you mean. I used to wish I had this business column in the local paper every week or whatever. Having that kind of exposure does not mean you are making money. It just means you are writing a column.

Being popular in social media does not absolutely translate into revenue.

Tad: It is one of those things where long term people can get to know you and be familiar with you. It builds trust in a long term sense. I think there are different strategies for social media, but the way that most people use it, it feels like it is the long game. That is great; it is wonderful. When people are struggling to pay the rent, though, it doesn't work.

Myth #7: You need to create an ethical bribe, like a free product, to get people interested in what you are offering or to get them on your e-mail list.

How do you see that as a myth?

George: I am all for it. In my own business, I am still trying to tweak my ethical bribe and to create others. I am wondering what the most effective way is to use my ethical bribe.

Having said that, when I started out in 2005, I knew I did not have time to create an ethical bribe because I had no traffic coming to a Web site. I didn't have one. I just wished and I fantasized I had it, but I was not going to fret over it. I decided to just go out, talk to people, and get people to come to the seminar. I was going to play my game with what I had to work with.

Again, it goes back to the principle of using what you have at the moment. Sometimes you have to be creative, but I believe that the vast majority of high-minded, big-hearted entrepreneurs who really have something to contribute to other people at this moment have more assets to work with than they realize. For sure they have more assets to work with than I did starting out in 2005. I did not have nearly the type of access that people have today with technology.

In some ways it is good and in some ways it is bad. It can be a distraction for people. In other ways, used properly, it can help you accelerate your revenue and, therefore, your contribution.

Tad: I would say there are six main types of ethical bribes or free gifts, things we can offer to people to get them on our list or to check them out.

There is the written thing such as e-books, special reports, and all that; there is audio; there is video; there are quizzes and questionnaires; there are e-mail autoresponder series; or a ticket to a live event. I guess you kind of used that because you comped some people in.

It is so easy to say, “I don’t have that, so I cannot start; I cannot move. Once I have that, though, I will be ready to launch.”

There was a way in which you sort of used it in that you got some people in for free. What is great about it is that you were using what you had.

George: Use what you have.

Tad: Instead of putting together a 30-page e-book, you said, “There’s a workshop happening. I’ll use that.” The next myth is connected to this.

Myth #8: You should build up a marketing funnel of free or low-cost products and services which lead people to higher ticket items. To me, in some ways you had the sales funnel. You did the intro business things which led to this workshop that was either free or pretty inexpensive. Then there was the free session and then you jumped them to the coaching package.

I think the whole sales funnel thing makes sense. If you go to the ice cream store, you can get the pink spoon; you can get an ice cream cone; you can get a bucket; you can get an ice cream cake; you can join an ice cream club.

At Yoga Studio, you can get the free class, the drop-in class at 10:00 pass, or the month pass, the weekend retreat, or the teacher training. You have those levels because for most people, if they just go to a drop-in class, they will not say, “Oh, let me sign up for the teacher training.” It is usually going to be too big a leap.

However, the interesting thing about what you did is that it was a bit of a leap. People kind of got the ice cream cone from you and then they jumped right to the ice cream club and suddenly they are going to the weekend retreat. I am curious what it was about the strategy session you did that made people feel confident to do a \$1,500-a-month thing. That is a huge thing. I know most of my clients would be thrilled to have people do that.

George: Well, I think there are a lot of factors that went into it. I think part of it is my energy and enthusiasm and my ability to see the big picture, get people excited about the possibilities, and then give them specific things they can do to move forward, to realizing that new potential, that new possibility that I have help them to bring to the surface.

I think a lot of people end up trying to fix the first problem that comes out of people's mouths. I think that is a mistake. It is simply putting band-aids on big wounds. It is not really serving the people who are in front of you.

To serve people in front of you, you need to acknowledge the superficial wounds, the stuff they first mention. Then you need to dig down deeper to get to deeper and more important issues that are really going to make a lasting difference for people.

This is what I did in my strategic session. People realized that I had reached depth and they felt confident and comfortable that I could help them moving forward because I was willing to dig deeper.

Tad: Bill Baron, a colleague of ours, often talks about four steps he uses in his things. I don't know if these will resonate with you.

The first is the question, "Where do you want to be?"

The second question asks, "Where are you right now? How is that for you?"

The third question asks, "What do you see is in the gap?"

The fourth step says, "Here is how I can help or not help."

This is where I would bring the principle of slowness into it a bit. It is so easy and tempting to jump in and want to give advice on the first

thing they say. It is a terrible way to get clients and build trust and it is usually terrible advice because it is the surface thing.

I remember my mom was talking with her mom and a mutual friend of theirs had gone to see a psychologist. She was at their place for tea and my grandmother asked, “How did the session go?”

Her friend looked at her and said, “He didn’t even get close.” She knew what her issues were, but this psychologist totally missed the boat and didn’t get it and she knew it.

Often, I think people have that sense of what the deeper issues are. There might be some shame and they just need a lot of listening and a lot of empathy and somebody who will ask very good questions to help them see what they have not seen before. Once there is trust, once they sense, “This person really gets me,” people are so much more likely to take a step.

George: The key word I want to emphasize is “listening.” It is the ability to hear what people are thinking as well as speaking. This sounds weird, but it is the ability to hear what people are feeling.

We are energetic beings, so we can sense this energy from people, whether it is in the spoken word or the unspoken word, right? I think the key to being magnetic for other people is the art of listening. Unfortunately, this is not taught in schools.

I had to learn it through being a doctor, but clearly people can learn it in other ways. You do not have to go through medical school to learn how to listen.

Tad: Most doctors don’t!

George: That’s true, exactly! I took a lot of training outside of medicine to learn to be an effective listener.

Tad: There is a great book I just came across called The Empathy Factor, and it is all about how we do this. I did a survey regarding holistic practitioners, life coaches and so on, and I asked people, “What are your holistic practitioner horror stories? What have been your worst experiences?”

They all came down to that. It was never, “They never helped me get well.” It was all about the arrogance, the talking down, the condescension, and not listening, always.

Myth #9: You need to build multiple ways of marketing or generating leads for your business. To build a big income, you need these multiple streams of prospective clients. That seems to be the dream of everybody to have all these different paths.

“I have my social media. I have my speaking. I have networking. I have PR. I have ads,” and so on. I think people really think they need to have these things, and yet you totally did it without. Your only approach to generating leads, it seems like, was going to events and talking to people.

George:

Yes. It wasn't the most comfortable thing for me to do, but it was all I had to work with. I think these multiple streams of prospective clients is dangerous. It is dangerous to go look at what other people have done without understanding the underlying strategy.

Somebody may have multiple streams of prospective clients because they built it over time. The principle here, though, is to get one to work, only one.

It is like in college. In the States here we have majors and you major in a certain degree. Then you might have a minor degree. Well, you can have a major, primary marketing strategy where you focus your energy on getting that one to work. Make sure it plays to your strengths.

Then you can have a secondary marketing strategy which might be like your minor concentration in college. Great! If you want that to be social media, have a minor in that. However, focus on one primarily.

Many people think, “I need to do everything! I need to do everything in social media!” Right now, Pinterest is really hot. I can tell you that you do not need Pinterest to be successful, so don't go thinking, “If I could only get Pinterest to work, then I would hit the big time.” It is not true.

Tad:

I would even double-down on that. You don't need *any* of them. You need to do *something*, but you don't need any *particular* approach. You don't need to social media; you don't need to do speaking; you

don't need to do writing. They all work and they all don't work depending on how you do it.

I came across a guy who built most of his career with morning radio talk shows. That was his thing and now he teaches workshops on how to do it. It would be easy to look at that and say, "Oh, unless I go to this course and learn how to do radio talk shows, I will never make it."

George: That is the thing. So many people do not have the confidence to trust their inner guidance system and discern whether a strategy makes sense for them or not.

Tad: Speaking of strategy, **Myth #10: Before you start out with your business, you need to write out a business plan.**

I think you didn't have one; I certainly never had one. I remember looking back at some goals I had written years ago and being horrified. It was like, "I wanted that? That's appalling. It is not who I am anymore." I was embarrassed that I wanted that.

I tell people with a business plan, "Look, a business plan can be great if it helps you think through some things. It gets you to really answer some difficult questions." The process of going through that could be invaluable for a reality check on certain things, to look at your business model.

However, it is not necessary. Most people I know who have had successful businesses, especially in the areas we are talking about such as service providers, don't see it as a necessary thing unless you are starting to get into huge things and leases and huge amounts of money.

I am curious about your thoughts on that.

George: I agree. Business plans are great if you are looking to get financing or looking to work with venture capitalists. I know from personal experience that even if you put in the effort to write out a traditional business plan, you are not going to follow it anyway because they are not realistic. They are not practical; they are not actionable.

Instead, I recommend two approaches. One approach is to keep it really simple. Just be clear about what compels you to do this work. What is so doggone important about the work you do? Ask yourself if you are truly committed to being financially successful and (and I

emphasize “and”) making a sustainable contribution to other people and to the planet.

If the answer is “yes,” then simply choose one marketing strategy, one that you can get behind day in and day out, even when you do not feel like it; even when you didn’t get much sleep the night before. Then go and use that and allow yourself to use your intellect and your intuitive side to help to guide you and make course corrections. That is one way to do it.

There is another way and I have written an article on this called “Abandon Your Business Plan.” I did it somewhere on my blog. It talks about chucking your business plan and using a Strategic Action Planning format which I have written out in that blog post called “Abandon Your Business Plan.”

That is another way. If you really feel compelled to write things down, I would still do that.

In Conclusion

Tad: As we move to wrap up here, it seem like many of these myths revolve around things people believe that they need before they can really make any money or get clients. These are things that you don’t need, though it’s nice to have it in terms of the long game. However, in terms of the short game and getting clients, you don’t need these things.

You don’t need a big list; you don’t need a Web site or a blog; you don’t need a bunch of social proof and client success stories; you don’t need a business card; you don’t need referral sources and huge hubs; you don’t have to be on social media; you don’t have to have an ethical bribe or free gift; you don’t have to build a huge sales funnel with ten levels to it; you don’t need to have a million ways to market yourself; and you don’t need a business plan. You can just get started.

It seems like the core of what you are saying is to pick an approach, to pick a marketing approach that plays to your strengths and to just start working that.

Let’s say somebody picks an approach and they start reaching people. What are the next few steps they need to take? It seems that by going

to those breakfast meetings you got people to the workshop; you offered a free strategy session and some of them took that; and then you offered them the coaching program.

Would you recommend a similar approach for people or, in general, for life coaches, service providers, and those types?

What *You* Need To Do To Get Clients Fast

George: How do I make this a short answer? The answer is dependent on your situation and your level of self-confidence in delivering what you have to offer, you could offer a free session.

Now I exclusively offer paid sessions, but let me tell you the difference between the two. When I started out, I didn't know any better and I just did free sessions. The problem I had is that for all the free sessions I did, I would spend anywhere from two to three to four hours in sessions with these people. I didn't know how to be more efficient. I was just starting out, right?

I wasted a lot of time. Tad, you picked up on one of my key phrases which is "tire-kickers." I wasted a lot of time on tire-kickers who never turned into clients and I figured, "Oh, this is great! I created revenue quickly, but man! I am wasting a lot of time and effort and energy. I am getting exhausted doing these free sessions."

Finally, I realized I could be more discriminating and discerning. I could stop offering free sessions to everybody who raised their hand and begin charging for them. That way, the people who came to a paid session were those I knew were serious. I did fewer strategy sessions, but my conversion rates skyrocketed. They went up to 80% to 90% simply by charging for my strategic session.

You can't just take your free session and slap a price-tag on it. I tried that and it back-fired terribly. However, if you increase the value of your strategic session so it is well worth paying for it, it can work.

If you are just starting out, I don't recommend that you start by doing paid sessions. I think you ought to get some experience and confidence under your belt.

To answer your question, I think free sessions are still a good way to start out if you are in some sort of service, dedicated business. However, keep an eye out for the right time to make the transition to charging for those strategic sessions. Those sessions should be valuable and are valuable in and of themselves.

Tad: I imagine in your program you work with people on how to create those kinds of strategic sessions.

George: Yes, I have a stand-alone program. I am looking for a better name, but for the time being it is called Get Paid to Get High on Clients. It teaches people the exact methodology for how to design and how to get people interested in a strategic session which they pay for, but you could also use it as a free session, as well.

Tad: I did so many intro workshops and I just did them for free for years. I was still figuring out what I had to say to the world. I would get it done and I would do the same one three times in a row, and then the fourth time I would learn something new and I would change it.

It became frustrating at a certain point and I thought, “Man! I keep changing it.” Then I finally hit a groove where I was saying something pretty consistently. A number of times, people came up at the end and wrote me checks for \$50. I said, “Oh, no, this is a free thing, don’t worry about it,” and they were like, “Yeah, I’m going to pay you.” They thought it was so valuable that it was not right to pay for it.

Then I thought, “Hey, maybe it is time for me to start charging for this.” I really echo that. If you are doing things for free, make sure you are not doing it out of a collapsed place of lack of self-worth, but you are experimenting and trying. Really pay attention to your guidance because it does come to a moment where you know it is the right moment to start charging. It is the right moment to make that shift.

Would you say a few words about your program and how people can reach you and find out more about you? I remember when we met and you made that distinction between free versus paid session and it blew my mind. Everyone in the industry was saying, “Get people in and do these free sessions and then you can offer them whatever feels like a fit.”

When you sat there and said, “I don’t do those anymore; I just do the paid things,” it kind of blew my mind. However, it made sense

immediately as a filtering process making sure you were attracting clients who really were a fit and were ready to do the work. I had so much respect for you ever since that time.

Would you say some words about the program and how people can reach you?

George: I am in the process of vetting out speakers and presenters for the virtual summit, the **Rapid Revenue Acceleration Summit**. We are planning to deliver this towards the end of August.

There is no page for it right now. If people are interested in that or interested in other information or want to get in touch with me, the best thing to do is to go to my Web site which is <http://www.Freedompreneur.com>. There they can get the **Freedom Accelerator Pack** which has a bunch of articles, a video, and a recorded audio. It will help people accelerate their freedom and their business and their lives.

If they get on the newsletter which comes with the Freedom Accelerator Pack, they will be able to receive updates about the upcoming Rapid Revenue Acceleration Summit.

On my Web site, if people are interested, they can go to the product section and learn more about the Get Paid to Get Clients program that I offer, as well.

Tad: That's great. And I see you've got a bunch of really useful blog posts there too. Thanks so much, man. This has been really awesome. I really enjoyed this.

George: Yeah, thanks so much, Tad. Ever since we met about three years ago, I have wondered how we might be able to connect and do more talking and here we just did it. It has been a lot of fun.

Tad: Awesome. Well, I am going to get this transcribed and I will make sure you get a copy of it. Awesome, man. I hope to talk to you soon.

George: I hope we do. Thanks, Tad, take care. Bye.

For more info and some cool free resources, check out . . .

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