Opening and Rebeccau2019s background

Talk about that overflow. Yeah, so talk about how does that over flow happen? Like what causes that? Really good marketing. Right? I mean in this day and age, it could be having a really good Instagram channel.

Are you a big fan of that, are you big of Instagram channels? You didn't build your clinic to feel like an employee in your own business. I'm Matthew Kalogli and on Out of the System, hosted by Doctor Talks, we challenge the broken rules holding healthcare entrepreneurs back.

Hear from clinic owners, rebels and builders who are creating bold, profitable patient center practices and doing it their way. So I'm here with Rebecca and we're going to talk about marketing.

Yes. It's for those doctors right now that want to hit pause. Don't because it's really fricking important. And Rebecca is very talented and very skilled.

We're gone through a series now where we are going be interviewing quite a few people from a marketing standpoint because that's a huge area. I think doctors understand marketing about as well as you and I understand resetting a compound fracture.

About right. You know, we we know it's important. We're not really sure how we'll go about it. But Rebecca, why don't you tell everybody who you are, what you do.

And then we're just going to have a really fun conversation today about what we've learned being a business owner. Yeah, so I'm a serial entrepreneur.

My husband and I, as I just told you, got married when we were 19, started our first company when were 20 years old. Didn't know what the hell we we're doing.

And then you had twins, right? And we had twin. Which means you really didn't what you were doing? We really did know. Talk about the school of experience and life lessons.

Remember, you signed up for this. You picked the video game. So there you go. Not complaining about it. Did really great things, did really bad things all in the same amount of time.

And through that process, that's how I got into the marketing world because we went from owning a $3 million construction company that went up to $10 million really fast, really crazy, still didn't know what we were doing, to owning local brick and mortar businesses where I couldn't cold call the phone book.

And we had to figure out how to get people through the door. And that's how I stepped into marketing. When our kids were still young, they grew up in this world with us.

In fact, two of our children work in our family businesses. So, yeah, it's pretty cool. How's that? Fun. They love it. they don't want to leave. and so I'm excited for that.

Wow. Because they talk every day of who gets which business. That'll be the competition. You still have the construction business? No, we that folded when the 2008. Yeah, I know all about that.

I was in real estate. We're just going to gloss over that three year period. That was painful. Rehab is, thank God there's traumatic psychedelic. Thank God, there is Ibogaine and Ayahuasca.

Mushrooms and Mali. And if you haven't, I got a guy that'll take you through it. I might need it! That trauma's deep.

Yeah, exactly. It's a pretty brutal run, huh?

How old were you when you went through that? Um, about 30. Ah, yeah, I was 42, 40ish. And you know what? During that phase, we were like, We can make it through.

Yeah. I often see so many times business owners are like we're going to survive. No, you're not. Call it quits faster than when you are totally down at the bottom of the hole because it's harder to climb out.

My I'm here in Austin for a facilitator training on actually my partner Christine is going through this for psychedelics because we have a lot of doctors that will go through.

Anyway, so she's getting trained and one of my clients is there, longtime clients. And he's been on the podcast and his business is kind of struggling right now.

He's got two locations and he kind took his eye off the ball. And I've known him for five years. And his business has been kind of capped at 1.5 million at one location and like 850,000 at another.

Okay. Maybe it's time to surrender. And he's like, what do you mean? And I go, you're, I said, the thing that makes you great, because he had a group of businesses in COVID that collapsed and cost him $3 million and all of that, right, that kind of thing.

Right. Yeah. It's the yin and the yang of it. And I said, your greatest strength is your, you fucking figure shit out. Like you just, You find a way. I go, the problem is, is that your biggest weakness because you always find away.

and I've known you for five years. The most your businesses have ever done combined is whatever, 2.7 million. Right? And now you're down to like 2 point 2 And you're not making it.

And what's the overhead. Right. Yeah. He's like, yeah, but it could work. I said, Yeah, But you've been telling me that for five years and I go, Maybe it's not this model.

Maybe It's time to surrender. How does that resonate when you hear that and you look back on your and You look Back on the collapse. You know, like You know, we, I think entrepreneurs have the spirit of like we're not quitters, you know?

Like we are fighters. We're gonna have good days, bad days and we gonna make it through. But having had longer years and journeys and seen other people's businesses, there are moments in time where I'm just like, it's time to make a turn.

Shut this down, let's figure out, lets regroup because I just have seen so many business owners that stay in it five, 10, 15 years have drained all the savings, have drain all of everything and sometimes they even like lose their family, lose there wives or spouses because they're like we're not staying in this anymore.

We're done, we are out. And they are at the end of the road looking back saying it took everything but also you know that whole personal responsibility thing kind of like yeah but you gave everything.

You gave it and you give it until you didn't have anything left to give and this is where you wanted to end up. But isn't that kind of the bargain we make as entrepreneurs?

Yeah, sometimes. But is there a smarter way? Is there more efficient way sometimes? It's called the post office. It is called working in a union, which I don't think you and I would do very well.

No, no, not in that sense. Absolutely not. I think if there's one thing that entrepreneurs could do better at, like just one things across the board, it would be learning how to be more resourceful.

Explain that more. Dive into that for me. So it's something that I learned pre-COVID. And thank God I did. Isn't it

amazing how life is broken into pre COVID and post COVID?

Yes. Yes, and during COVID. There's three phases in life. Pre-Covid, COVID, post-covid. COVID is a whole other conversation that needs other drugs, right?

Lots of them. So, for me, and it's what I often look at when we're looking at people's businesses, because we'll have a law firm who's ready to spend $100,000 a month, give me a case less than $10,00, you know, cost of acquisition, And then we have other people that are like, five grand is like oh my God, you're asking for my first child, like we had these two sides.

But in the middle is all the stuff that they have that don't use resourcefully. So one of the worst things that we see in most local businesses is their sales process sucks.

Yeah, no shit. You know that, right? Right. Oh, see it all the time. All the times. Like, they don't know how to, like they have zero scripts, zero process, 0 offers, none of it.

And then they'll like revert to like, but we need more leads. So they're spending- Leads are never the answer. More leads is rarely the- It's never a problem.

It is never an answer, yeah, it's rarely an- Yeah it is the rarely answer In fact, it actually will bankrupt your business faster. Yes. And so like, they're getting stuff through the door or through some type of funnel or Legion or their phone is ringing.

But then like I just had a note from one of our team this morning that one our lawyers had nine calls and seven of them were missed for the exact service that he wants more of.

Jesus. Do you know how much those calls, that call… Well, for lawyers in the personal injury space, yeah, it's like five to ten grand. Exactly. Because if you don't answer, they're going on to the next billboard or the net stat.

100%. They're ready for the guy who says they'll do it for free until they get paid. Isn't that a fascinating model? Right. That model is fascinating.

And we see this the same way in the doctor's space. And in a doctor space, am I allowed to say doctor spaces? Yeah, sure, whatever. Look, you can say whatever you want here.

OK, cool. It's called, my company's name is Mavericks. So, yeah, I mean, it pretty much fills in rest of the blanks. Okay, good. Um, and it's more clinical, right?

And then the doctors space we that there's like 20 people that all have the title of director. but nobody knows how to fucking answer the phone. Yeah.

And I'm like, if we could just be more resourceful with what you're actually getting in, you could probably turn that into more sales. But that goes to so many things in their business.

Well, it goes into a deeper issue. I was thinking about this yesterday. Is it yesterday? Or the day before? I don't know. One of the days. They all blend together when you are up at the lake.

The thing that I was chewing on is, one, they don't need more leads. They need better care of the leads, okay? So if I look at this energetically, right?

If I want to take a Judeo-Christian approach to this or I wanna take Southern California woo-woo approach this, which are both exactly the same. they just have different names for everything.

Resourcefulness, cash flow, and lead follow-up

But if I were to look at it from that standpoint, there is, I don't care what world religion you tie into, There is always a correlation to being a good steward of what is given to you in order for you to get more.

Exactly. You know, it's kind of like the family that goes, you know I don't know why we don' t have any more money. Look, we have this beautiful home and this beatiful car and beautiful boat, but you're not being a great steward of the little bit of money I think in the Bible it says, though little is given much as, however it said.

And I know that there is a correlation to that because if you are really diligent with the few leads that come in, the universe, God, whatever is going to deliver more, not a little bit at a time and a bit of time.

So, and we'll talk more about like what you do here in just a minute, because I want people to understand this, but how do you, when you work with your clients and you talk to them, how to you to talk them and have this conversation with them about doing better with the few leads they have?

Well, before I give any of them leads, and not because I'm the god of leads or anything, but before we put into any our process, my first question is, yeah, what are you doing with the ones that you have?

And oftentimes before any type of lead gen campaign, we'll take what they have and say, let's just see what low-hanging fruit and sales you already have that haven't pulled out of that yet.

Okay, so how would you do that? We call them create more cash campaigns. And the intention is because some of these businesses like cash flow is like blood in your veins.

If you don't have blood, in you're going to die, right? I mean, that's at least what I have learned. Not a doctor, but pretty, right? Pretty factual. It's pretty simple.

As they say, all bleeding eventually stops. My slice of my neck and blood comes out. I'm going to die, and so, so many businesses don't have cash flow at all.

And so their idea of like, oh my God, I need to spend money on marketing is like do I have another credit card I can put it on? And so if we can take what they have and inject a hundred grand, holy shit, now I've got some cash to do something with.

And oftentimes that is the first step of what we do before we go into a stressful situation of, well, if this doesn't work, which I never want to be in.

I often tell people this, I'm not your business savior. Yeah, we're not there. That's not me. But if we can put a hundred grand into anybody's checking account, I mean, if someone said, hey, Rebecca, here's an extra hundred grant.

I'm going to take it. And I pay attention to what they tell me. Right. Yeah. So we build a trust factor before we even start the marketing and they're going listen a little bit better.

They're gonna be like, holy shit, how'd you do that? I was like well, it was just a series of texts and emails. Right. It was just giving some offers.

Yeah. Literally. We'll do the same thing with them. Right, yeah, we call it a 5130, like we're just going to e-start emailing your existing list. Yes.

we are just gonna see what's out there, see who needs help that said they needed help. And you didn't help them? I did this with a non-medical business the other day, about two weeks ago, a friend of mine up in Topanga Canyon, and he has like a retreat center type of thing, again, does psychedelic journeys kind of stuff.

And he's been struggling a little bit and I go here, send this email out to like your best list. And if it was like a list of like 1100 or 1200 names, and he sends the email, it's a sequence of four.

Yeah. Qualified leads of those 55 of them turned into phone call appointments, and I don't I mean he's converted out the numbers Yeah, like you'll make whatever 50 grand off of it.

It's gonna solve a short-term cash flow issue for him And he like he sends me this sends the email within 20 minutes. He had 17 leads. Yeah and he texted me he goes you son of a bitch Irish marketing mafia bastard Something to that effect and he goes I absolutely love you.

I'm like, okay. Well, this is the first step We got some work to do we got a we gotta do good work with these So, you know, it's so silly too. Is there like oh my god, your marketing wizard, right and then they'll never do it again Yeah.

If something works, do it again. Yeah, isn't that the number one rule? Why do we stop doing that? It works so well. Right. I hear this all the time. All right.

So tell, let's, I want to make sure everybody understands. What, so you had this, you have the construction business. You had the Jiu Jitsu. Jujitsu studios.

Schools. How many of those do you? We have two currently. Okay. and But you also do marketing. So tell everybody like let's talk about the kind of marketing that you do.

Okay And I want to have this conversation because the world at the time that we're recording this were July 1st I know happy 250 years. Yeah And this will go out like in two weeks or something like that.

But I want to give people context. The world is changing really fast in marketing. So it hasn't changed this fast. Some 58 I was on with cat yesterday and we were talking about it.

And I said, cat, this is just like it was. 20 to 25 years ago when the internet came on and everything started changing super fast I was in direct response marketing.

I wasn't doing a lot of direct mail and She said we got about 500 days of this like before it because it's gonna be changing so fast There's a 500 day run and then who's focused on this new way or the next online over the Next 500 Days is gonna.

Be the ones that are in a catbird position. Yeah, so Tell everybody what you do. And then I want to have this. You know, you're seeing a lot of changes with AI.

The world has freaking changed overnight in our world. Yes, it has. And I don't think local business owners really see it yet. No, because they're just not corporations.

Don't even see. I mean, I saw a stat yesterday. Hubspots traffic is down 82 percent. Google is done 30 percent? Yeah, Because it's because of all the changes like massive corporations haven't made this adjustment.

Yeah. So explain. Let's do this. OK, let's explain what's happened and then let us explain What's happened in the world with marketing? What do you see with the changes of AI in?

The way searches is done searches are done. It's speed Right, like the speed factor is just insane and you and I both use AI right all the time 100% we're dumb not to yeah but what a human could do compared to what now AI can do and then you get a really smart human feeding the AI with really Smart principles and tools and systems and it's just non-stop.

I mean it It's crazy. It is so good and yet it's so bad So you really have to focus again like how to be really really resourceful with this at the moment Which we are finding ways and so I see a lot of marketers like they scream the word AI at like everybody Which I don't think is the right way about it.

Okay, um because It's kind of like leads. Leads are not customers. Right? Leeds don't make you money if you don' know what the fuck to do with them. AI is the same way.

Ai is not customer, it is no bottom line revenue. It does not even save money on payroll unless you know the what to fuck with it. So, I think instead of positioning yourself as like, oh, we're the AI guy.

How about positioning with like how to save them more bottom-line money? How to add more customers without spending a hundred K on marketing every month Those types of solutions still are still going to be necessary in the market even with AI Yeah, that's kind of where I feel it.

So, you know I look at I Online marketing in simplistic terms, right? So you have paid traffic Google pay-per-click Facebook ads Instagram ads. Okay, those have been around.

That's that's the thing that made the internet people don't realize that when When Google came on and Google started doing a pay-per-click, meaning you got charged per click, and Yahoo at the time was doing it per impressions and everybody thought Google was nuts, this will never work.

And look at today, Yahoo's nowhere and google is everywhere. So you had pay-per-click, and you have SEO. And SEO was something that you could game. Everybody was like, oh, it doesn't cost me any money.

I'm like yeah, but you've got to pay somebody to be in that position. Then the rules would change. It's a pain in the ass. Panda would come out and all of a sudden all the algorithms would get broken.

You have to redo everything. Yep. then along came Maps, which is where you thrive. We want to talk about that. Now, if you were to look at your results of a search from two years ago or 18 months ago, now you look it.

In the past it would be, ads up at the top and the right-hand side, you know, are you above the fold from a search standpoint? Maybe there was like a little bit of a map down on the lower left- hand side.

You look at like, or maybe it was two years ago, then you look like 18 months ago that maps up in the upper left hand-side, the ads are kind of dwindling.

Now what you see is the first thing you, see the two-thirds of the page is AI search results. And it's changing everybody's game really, really fast. Yeah, you have to know how to be there.

Yeah. But you focus in on the maps area, correct? That's your big area. It is, because currently it is still, well, it's one of our big areas, I should say.

it still 70% of where traffic is going to land. Okay. Are you in the top three spaces for that keyword? Okay. So explain this map. Let's say somebody doesn't know what the heck this means.

Okay, so Google Maps is the biggest map search. That's how I got here to the studio. And if I'm on Google and I am searching for a Thai food restaurant, and there's one, two, and three, I'm either going to pick one two or three.

I am not going click more and then go to page two three or four or however many tie spots there are. We're going make a buying decision on the top three and seventy percent of the search volume goes to that top-three layer number one number two and number three And so that's what we call organic traffic, right?

Like I didn't click an ad, I'm looking organically at what's on the map of what Google is telling me is relevant to my search. Right. That's how we found the podcast studio.

Exactly. Or how Neo, my assistant, found podcast to you. I'm sure he searched podcast studio Austin and this was top. This was one of the top one or two.

Congrats to the podcast on maps. I guarantee it. Absolutely. And so we want to be relevant to Google as much as we. Want to. Be relevant. To our potential customer.

In fact, I might say that it's more important that we first be relevant to Google so that Google will show you to your

potential customer. Right. Yeah.

And, you know, as I explained to people, think about your own ways that you make searches, right? And we'll talk about how you get ranked in the maps, because is it…

Well, let me ask you this. Is it just reviews? Isn't it going to just go to reviews, okay? Reviews can help, absolutely. What are the factors? Reviews can help, but I'll tell you that with AI in the market, trust is like…

Non-existent. Well, yeah, and it's so necessary, you know, because everyone, the first question, once you go, like you opt in, we see this in our local business all the time is people ask is like, is this AI?

Is this a bot? And then our team is, well, use bots, but like it is a real person. And so like everybody is oh, this isn't real. Is it real? So reviews are so insanely important.

But it not all of the determining factors, especially with AI now. So Google, where a few months ago, they weren't looking at AI websites. They were like, no, that's not it.

And now they are. Have you seen how fast it is to build a website with AI? Yeah. It's insane. Yeah, at our mastermind at the end of July, we're actually doing a whole…

You're going to do that? We're gonna show people how to read. I should give you a section on how to include their services. Okay. Yeah, we'll talk about that later.

We'll get with Kat, because Izzy's going to probably, our copywriter's, yeah, he's building sites like in a couple hours. Right. And so now… And they're right.

They're done the right way. Not, and we will talk that issue as well, what you've done with our clients. So now it's like, well… Is that relevant to Google?

Is Google looking at that and finding it in their query? And their robots are saying, oh, that doctor is relevant too this search. And if it is, we're going to place them accordingly.

We give them more love. And as we've said, and I won't go into all of it now, the amount of websites and how Google business profiles are built, like pay attention to your Google Business profile.

We had an amazing doctor, actually one of your mavericks doctor who's in, you know, we're working with right now. And on their main category, they were listed as a med spa and he was like, I'm not a And I said, well, I didn't think you were, but like, why does it show as your main category?

He had no idea. Yeah. He no had idea, right. Because they generally, you know, the thing that happens is with doctors is their condition to just be don't focus on business, just be a doctor, right?

And so then they start with one foot in the bucket, and then, they own a business. And then what they do is they've got this programming run in their head.

They are not a good business person or businesses beneath them, or they shouldn't worry about it. So they hire someone. A lot of times, it's a family friend or a you know, worked at a med spa or whatever and they are running it and the abdicate, they don't delegate, the advocate their role.

So we have to come in and when we work with them, it's like, look, let me show you how to lead. You know because they're never taught leadership. Very few people are, very few are taught leaders let alone doctors.

Or nurse practitioners or what ever. They usually advocate that role and then that person hires somebody who goes, oh this one looks fine, this is my cousins, uncles, brothers, sisters, nephews, cat.

And they're like, you know, and so they wind up with people that have no freaking clue of what they are doing. Right. And the biggest complaint I hear is I've been through five agencies or four agencies, or this didn't work, I have been screwed.

Yeah.

AI, search changes, and Google Maps marketing

It's really because of, in my view, they just have to learn the basics and the fundamentals. Because then you have not idea what you're looking at. And this is what your company does is you get people ranked in their local area market So they're gonna show part of it mostly what else and so just so everybody else know like what?

What is some of the other? Well, we do like broad-scope marketing for these businesses so Marketing is an ecosystem, right? Like there's not just one tool in the toolbox that will build out everything that you need.

Just like copywriting, you know? There's copy on emails, there is copy in SMS, copy of newsletters, and they all kind of have a different job, but they're all working towards the same purpose.

And so, like, you know, what we do with gridlock, that is more organic reach. If we can get the people and vacuum those keywords to that location, we're doing good.

We're getting the phone calls. But this isn't SEO. This is maps. It's not SEO, so SEO is like backlinks. Remember all the YouTube tags? Oh, my God. And if you talk to an SEO person, they're like I hate my life.

It's insane the amount of this work that they have to go through to do anything. And then Google will just come in and change the algorithm. They're like, oh shit, that's all undone.

What we do is we actually send signals or traffic to Google to pinpoint a location and say, this is relevant for this service, for these keyword that people are searching, whether it's stem cells, or whether its PRP, my dog has cancer.

Whatever it is, we're sending those signals to Google to say, like, pick me. And as it's making that business more relevant, now we are pushing it from the top 20 to the 10 to top 5 to to 3. What's really cool is we have a few doctors that have, they were smart, have Google business profile for their own avatar, their name.

And then they also have a Google business profile for their business. Now, check this out. We have doctor right now who is in the process of being ranked number two and number three or one and two depending on the term.

So that means that they're owning two of the three spots. Got it. And if you can do that, we've had a few doctors that have had this and we're like, oh, this is good.

So, without giving away, I know you don't want to give away your secret sauce because this is what you do, but how is that possible? How are you able to, because it sounds a little bit like voodoo.

Okay. And I, know doctors, they like to know how everything works, right? Yes. So yeah, how are you doing this? Is it very is it black hat? Does it white hat is a gray hat.

Is that no hat like? It is all legal. Okay, so we're not getting anybody in trouble. Maybe a little bit of grayhat But like well like gray not charcoal gray.

Yeah soft great. It's great Okay. Almost linen. Ok. Perfect. So we are making these connections for Google. And the more connections there are, the more relevance you have.

So what Google wants to do, as they are still the number one search engine in the world, is they want their customers to keep coming back. Right? Lifetime value.

They want it too. they wanna beat out chat GPT still. They want Gemini to be their search engines where people are going. And so we are giving them a better option Okay.

We're giving Google a better option by using signals and connecting fibers, if you would, from Google to that business. Okay, and that's done via the website.

It's down via website, And so one of the challenges you have is our clients have come to you, is their websites are fucking horrible. I love them. They're awful, aren't they?

Yeah, they're really bad. So what are some of mistakes that you see them making? So some of the top ones are, they'll hire these companies who, it's insane to me, because they're going to pay thousands of thousands, of thousand of dollars.

They'll pay like 10, $15,000. Yeah, or more. Or more, 20. Thinking in the business owner's mind and the doctor's, mind they were like, man, this is an amazing investment.

No, It's not. Like a $20, 000 website is so unnecessary. Because the game changes so fast. Yeah. But here's the worst part. Other than just the $20,000 investment is that the builder of those sites, the company who builds those site often does it off of licensing.

And I love licensing. In fact, I license a ton of tools. But what it does in these situations is it handicaps the business owners because we come in and say, hey, we need to add this to the website so that we can make a connection for Google.

And they're like, full stop, no. and the business owner is like, but what do I do? I'm like you don't own the fucking site. So you have no control. Explain this.

Most people don' t realize that they don t own their site, they have full control? Not having control is one of the worst things as a businessowner, would you agree?

Explain how that looks. How would somebody know if they've lost control of their sites? Well they need to ask these things before they pay anybody $20,000. If I pay you 20 grand to build this website, at the end of day, if I don"t want to pay to host my site anymore to make any changes, who walks away with the site?

because oftentimes it's not the business owner. And then they're like, yeah, go pay somebody else 20K and maybe you can figure it out from there. They're careless, they do not care.

Scorpion is in a massive lawsuit right now. I can drop that company name because I don't like them at all. The Scorpions is what? They are a website company for local businesses.

By the way, the name should have told you something. Right. As a Scorpio, I would never name any company of mine Scorpion. Yeah. They're shading on so many levels.

I wouldn't name a boat. It's this whole lawsuit right now with the roofing company, and they just won't give it up. And the Roofing Company is like, but you're holding my business hostage, basically, is what's happening.

So we actually have a situation right with one of your doctors that is like, oh, Rebecca, this is amazing. Let's do it as fast as we can. And we're like yeah, let's go, right?

And have everything in place because we could have this launched in seven days if the pieces are there and we connect and all of that jazz. Now we have been in talks with the website company for almost two months.

For something that takes ten seconds. Wow. Yeah. And now the business owner is like, because now they're going to be fearful of, well, we need to put a pause because what if I mess up all the $20,000 that I invested into this website?

And what the reality is, is that website was built on shit. Mm-hmm. and now we cause some fear into that company that's like oh, they are going know that this was build on ship.

We could hide that from the businessman, but we can't hide it from an actual marketing company. So they just are like nope, you can do it. Yeah. It's really fascinating to me how, after 20 years of websites, it's amazing to how that industry is still full of sharks, charlatans, and flim-flam artists.

Really bad. And they really hold people hostage. Speaking specifically about this guy, when I saw his website the first time and he was like, we just invested a ton of money on this website.

Okay, cool. One of the things that I do, and this is for any business out there, Scroll to the bottom and have you linked Google Maps to your website?

It's one of the easiest signals to provide right like doesn't cost us anything and He's telling me all of this money that he's invested and he was like, yeah, this was a big move for our business I'm like wow, that's amazing, right and I scroll to bottom, and there is no map Tell me why?

it's kind of like website building one-on-one Yeah. Like, but you don't have a map on here. And he doesn't know better. Right. Yeah, he's like, well, do I need that?

Well, it's the easiest signal to provide to tell Google, hey, I'm here, right? Explain that signals. Why is that so important to people? Why? Is that too important?

Google? Lots of people. How does Google Can you kind of give like a basic remedial course on search in the internet and why all these key components? So we want everything to track from your Google business profile to the map from you Google Business profile, right?

It says like share and then you can like, you know, like you did for this podcast. You sent me the link and said, hey, go here and I click it and it sends me there.

Well, that little share button has an embed code that you Well, now we have a direct line of saying this GBP is connected to this traffic over here. Does that make sense?

And so now, so there's a lot of those types of things that you can easily do in your businesses, kind of like your H1s, your h2s and that's getting a little techy, but on a website, like what's your, you know, a headline, right?

What's you headline? what your sub headline. If your headline has a keyword or a service that you provide, now you're telling Google who you are, what you do, and where you it.

That's what Google wants to know all the time. Right. And then when people search, Google uses that and says, these people do this, they're located here, all these things are connected, so that gives credibility?

It gives relevance. More than credibility gives relevant. So like, um, sometimes businesses, and I did it too, when we first started one of our Jujitsu schools, we tried to come up with this like catchy name that had no clues to what we are, what did, where we did.

And so when people want to, come with catchy names for their business, I'm like full stop. You want tell Google, like if you, even if, you say like San Antonio orthopedic surgeon and that's the name of your business.

Beautiful. It's not catchy. it's, not sexy, but we're telling Google who you are and where you do it. Yeah, it's You know people put too much energy into stupid things like names and logos.

Yeah really your logo doesn't matter Don't worry about it. Like go go spend a hundred dollars on fiverr and get like dude ask chat gbt Yeah Yeah as now you just do chat Gbt and like just create the logo like it doesn' matter.

Doesn't it matter? No, I I remember one time we had a client come in for a day and he's like, okay I want to spend some time on our logo and you like had Fucking like ten different versions and I go he goes which one do you like and i went that one and he Goes we didn't even look at him ago it doesn't matter you want to do You, want, to focus on things that make money because yeah but like My, buddy's a graphic designer and He says it like it's the most important thing i said does he have his own company, well no and they go You don't pay attention to anybody who doesn' have to scramble to make payroll yeah that's rule number four I like that role.

Do not do not pay to anybody that wants to give you business advice if they haven't had to scramble to make payroll. Right. They're not allowed to get the business.

Yes. So so what's the fix for this. Like do let's go back to this client who just spent 20 grand on the site. Um do they scrap it and start over. What.

How do they end up picking somebody to make sure they don't get fucked again? Yeah, those are really great questions. First, find out if there's a license agreement or if you actually own it.

Do I own this site or is there a licence agreement? License agreement means you're renting it That's it. You're gonna be paying a monthly fee called monthly feet.

They're going to tell you oh, we're Gonna design blah blah, blah You gonna pay this 10 grand fee and then you gonna pass a thousand two thousand dollars every month to host it and you going To license it from us Own your site.

Own you fucking website. As a business owner, own your website." Right. Number two, know which email to get into your GBP, your Google business profile.

I can't tell you the amount of GBPs we have recovered for businesses. And it's a pain in the ass. It can be done, but it is a paint in ass, on your GDP.

Know the email. That's on Google. Google My Business. Yeah, Google my business, google business profiles, same thing. Have that ownership email on there as your email, even if it's your personal email.

I don't care where someone else can't kick you out. Really quick story. I admittedly didn't pay a whole lot of attention to this stuff and I got a message about a year ago from one of the members of my team and she goes, we got problem.

Like someone just posted a really bad review on Mavericks on your Google My Business. And I'm like, oh, okay. She goes. So do you have the access? And Maybe.

I think so. Now, I save everything. And it took me about 20 minutes and I found it, right? And we got in there. She's like, look, we've got to post photos.

We've just got post photo, got do all these things. Got to get reviews in here. It was somebody who left a one-star review. for a company that wasn't ours.

Oh. For another company named Mavericks, something, whatever, right? But you can't get it removed, Right? Well, you Can. Can you now? You can. It's not easy.

Here's my first tip for getting Google bad. Like, they violate the policies. One, don't respond on it. Yeah, that's rule number one. Rule number two is, as fast as you can, notice it and then go to business.google.support, something like that, and go violating reviews and tell them quickly.

I actually had three reviews yesterday, which was an amazing thing. Holy shit, I got three reviewed in one day, like removed. They were blatant, they were totally wrong.

But I think Google's getting a little bit more aware of that kind of stuff. Yeah, because before Easter night, you had zero. It was really, really hard.

You would get zero… Yeah. And then we just went ahead, our doctors go in and give us a bunch of review. We had like, can you make us fight? We just fought and had a prom.

Sure, absolutely. If you can't get it removed, put the truth on there because people will read the Truth and sometimes that works in your favor. Okay, so own your site.

Know your Google My Business. What are the other things that they need to look for? So, you don't need to pay 10, 15, 20 grand for a website. What do you think you should pay?

So we will build out websites for what we do, specifically for we what do for few grand. Because building websites is not like, oh, I build websites where people know, we build what's necessary for this to work.

It's an adjunct, it's a support thing to what you do. So like, for instance, this client who's fucked at the moment, he's like what do I do? Well, technically what we can do, which might be the next step, is we'll go in and we will build a subdomain.

So, you know, we have mybusiness.com and then a subdomain is like signup.mybusines. com. And on that sign up we build what need separate from the main site for Google to do the work that we need it to.

And so that's a solution that we've actually come up with recently because we just see this all the damn time. And I don't want to go in there and put the labor of fixing bad websites.

It's pain in the ass. Yeah. What about the people that build their own using Wix? Oh, don' do it. Don't. Just don't do it. You're not a creator, you're NOT a website builder.

Yes, they're going to tell you to drop it and blah, don' do. It's the worst. Are AI sites relevant? Yeah, those can be built. We build kind of like the framework in WordPress, and then we'll build all the HTML with AI, so it's a much easier process than building a full site out on WordPress.

AI is fascinating, so I'm not a coder. Yeah, me neither. And one of my doctors built a social media manager in the span of 30 minutes at our last mastermind and we're testing it and using it, and it's about 85% good.

Wow. Yeah, like you ask Claude or chat. I prefer Claud. Hey, build this for me. Yeah. And you don't even need to know the coding. No. It'll build it out.

Claad Cowork. We have, yeah Claade Cowark is amazing. we have Izzy, our copywriter. Um, we're not, I don' know when we are going to launch it. Maybe we can launch by the end of the month, but we will have some form of website.

AI website building program That will be kind of in the range of a couple thousand dollars, right? Like it'll be done literally to be down in like seven days Yeah, if you're trying to spend more than $5,000 for a website, it's probably unnecessary.

Absolutely The the few times that I'll say well, maybe that's worth it is like if you have like a huge back office that you you Have clients or patients?

Yeah, you know, but even like, you know ecom Shopify That's not, you know, like that's so simple. It's these insane things and people make it way more complicated than it is.

Don't spend your marketing dollars there. I built my own app for tracking my health stuff and all the injections and the pills that I have to take. Yeah.

Claude Cowork built it for me in the span of like three hours. Exactly. That is crazy what you can do right now. Would I sell it? No, it's good enough for it connects, I'm in process of connecting all my wearables and my data and blood panels and uploading that and having my in-body in it.

I'm doing it while I don't watch TV, but I am doing while having dinner. I mean, it's really fascinating. Because websites don' t need to be complicated.

They need tell people who you are, what you do, where you're doing, and you need take them in a simple step process. Hey, here's what we do. Here's your next step.

And have a really fucking good offer. What do you mean by a fucking really good offers? We'll give them a reason to opt in. Okay. What are some of the best you've ever seen?

So the Best I've Ever Seen is because what's, do you know the one, number one thing that people always ask when they call a local business? How much does it cost?

Exactly, that's what they want to know. That's a totally irrelevant question at that point, because you have no idea if it's Mercedes-Benz or a Honda, what the service is, if fits you.

It is totally relevant, but that is the very first question that people ask. If you can add a button that says, find your price here, it will get people to opt in.

Really? So how do you use that so that things don't get commoditized? Like in the medical space, I tell them under no circumstances. We're not giving them the price after they opt in.

OK, so what are you doing? Well, we're taking them to the next step. Is there a survey? What's the qualifiers? Because I still can't give you a price until I know who you are.

And the question is what? I'm taking down the journey they want to go. Right. The first question, is find your price? Whatever it is, something that's relevant to that.

I wouldn't say find you price, but that what I am telling them is like, here's a pricing.

Websites, ownership, and local ranking signals

And that pricing button now leads to the first step of figuring out, can we help you? I tell people this all the time. The commitment is the close, the offer is not the closed, like are you actually committed to changing your life, to fixing your knees, your back, whatever it might be?

Because if you're not, then the price is totally irrelevant, whether it's a dollar or a thousand, ten, a hundred, it doesn't matter. I love that. The commitment is a close because all the steps we talk about this constantly, we have scripts, right?

We have a big money script that if you I've used it for 20 years, I used in probably, well, almost 30 industries. I have given to people that have zero sales experience and if they ask the questions, they'll close.

And I can't get my doctors. It's one of our biggest challenges. My coach Dean will be like, Well, you know, We're getting these leads and nobody's buying.

So we think the leads suck. Dean's first question is, are you using the big-money script? Yeah, are you using all nine questions? Well, I don't like question number four, so I won't use it.

I'm like, asking people questions. So if you skip a step during surgery, is that a really good idea? No, you'd never do that. And I said, why the fuck are doing it with your money?

Anyway, but we say there's seven hurdles for them to clear before they walk in your room. Every single hurdle, They either clear the hurdle and they get to go to the next phase, it's like a video game, or they don't and start back at the beginning.

Until you get into your mind that they have to clear those seven hurdles before they meet with you. you will always struggle. If you're trying to take it from lead to appointment and being in the room, they're never gonna close.

It's like dating, you know? Right, exactly. I mean, I know you've been married for 22 years, 23 years or something like that. Yeah, 25. 25 years? Yeah.

And I've married 27 and a half to two different women. Okay, well, the length just added to it. Yes, it's just blending it all together. Blending it altogether.

Twenty five in the first one. So, yeah, I mean, it just, you know, him in in a dating space. But like you don't like walk into the bar and say, do you want to have sex with me?

Right. Sales is all you get a number. You get her to take up a coffee. 100 percent. I always tell people this. Like the First Step is the coffee date.

Yep, and most of the time people are missing the coffee dates They're gonna get the number to get asked for the copy date, right? Yeah, in the coppy date shouldn't be more than like 30 minutes, right?

Right. Yeah. It's a conversion line. Mm-hmm And if we skip a step in The conversion Line, you're going to fuck yourself and then you'r like, oh that was a bad lead.

No motherfucker You don't know how to sell. You know, how do you take people through a process? You dont know How to romance. Exactly. Marketing, sales, and dating are exactly the same thing.

100%. You know Paris Lempropoulos, the famous copywriter? No. He's wrote a lot of stuff for Redale Press. Paris is now 60-something, right? So he was part of the Gary Bentz of Angus space and all that.

Oh, gotcha. Yeah, yeah. So Paris and I are friends. And I was in one of his masterminds. and he's been single now for like seven years. OK. One of this favorite games to play is Split Test, his Tinder profile.

I love it. He's split testing pictures. Oh my God. It's like it's all a numbers game. We would get together with Mastermind and I'm like, all right, Paris, let's see the numbers on the Tinder.

And he goes, oh, this is great. Look at the headline I just created. I was like… and he's got this whole process. Now, he's always got like, I think it's, you know, this isn't, He's not like a stalker, but like he always get like there's like seven to 10 of them in some various form and stages.

I go, This is just like closing copywriting clients. Isn't it? And he was like absolutely. Yeah. He was, like you, know we're always testing what's working.

And I'm creating, Tinder content and all this. You can probably sell that. We did tell him that he could sell it. Like I did have a friend of mine. This was way back.

So in the Dan Kennedy days I had a front of mind and this is when Infusionsoft came up. Okay. went back when it was the only tool right and we're all like oh my god look at this it's all one piece in one place yeah so there was a guy in my dan kennedy mastermind he was he had a bug experiment like he Was information market or like uh extermination companies okay uh his name was chet i think and really an odd dude like Gucci glasses, like the big wraparound glasses and the gold chains and black leather jumpsuit kind of thing, you know.

And he gave a 30 minute presentation on how he's used Infusionsoft for his dating and scoring leads, the lead scoring process. I'm like, we sat there and I am sitting next to a couple of my friends and am like is anybody wildly

intrigued and incredibly disgusted at the same time?

You know, I'm sitting with like a group of married guys and we're all like Okay, and like, you know, there's a bunch of single guys in there stop Tucker was in There and he's like can I license this this would make my life so much easier?

He's got automated emails and liked text messages. Yes I'm like check you're gonna you just the fact that I am hearing this I gonna burn in hell with you like this is just Not it, but it's pretty cool.

But it really cool and I fascinated by it You know I think it you don't like how evil does that make me I like? Let's see if I do get single because the marriage wasn't good.

The marriage was good for a long time and i'm, like Man, I wonder if I could I should run this this would be great. This is before Tinder, right? Yeah.

Yes. So this was like 2006. Right. 2007 is all pre recession. I'm like, oh my god, we're gonna I've gonna die. Yeah, because of this. It was really funny.

Um, so. All right. Okay. Own your site. Sorry. Google my business. Know how to log in. What are some what are Some other keys that you see, like when it comes to getting a site?

Um, own the location URL. So what is that? What I mean is like if you can put your service, you know, I have a jujitsu school. So owning sanantoniojujitsu.com is necessary.

And I'll tell you that oftentimes we go and buy URLs for companies and I am like, there's no way this is available. Available. Nine dollars. Mm hmm. I'm like holy fuck.

Why doesn't this business own this URL? It's available out here. And so if you can own URLs that have the name of the business specific to the location, you're doing much better.

How important is it to own your name? Which, oh, like your personal name. Yeah. It's not bad if your linked to a website. Okay. For doctors, yeah, absolutely.

Also, on your GBP, if can get Google to approve business name location area. So orthopedic name, location. Yes. We call it keyword dumping and if we can get Google to approve it, which most of the time we, can sometimes they'll be like denied and then we give them proof.

Why? And then they will approve us. Okay. But if it's like orthopedic surgeon, Scottsdale, or even better, specific neighborhood in Scotstale. Okay. So like right now, you know, we're in Austin.

We're close to the domain. If we were like, orthopaedic surgeons, the Domain, that's even Better. Because now when I'm in the… Like the region that you're In, if you are in Fountain Hills or whatever.

Exactly. When I go to Google and I say, find me an orthopedia surgeon in The Domaine, they're like oh, this match. And so we're always trying to make those matches.

You know those key, those cards when you're a kid and you like find all the matches? Yep. That's what we were doing for Google. I used to love that game.

Yeah. Easy, right? Pattern recognition, one of my favorite things. One of the conversations I have with clients all of time is they completely misunderstand their market and the size of their How big of a radius around your clinic do you need to dominate?

Okay, so most… Unless we're in Austin, or if San Antonio is easier, we'll pick San Antonia. Most of the time in a decent sized city, five miles, right?

Now, are you talking like a San Antony or are talking in LA? Um, oh gosh, either. Either pretty comparable. Because five miles in LA is like 40 minutes.

I live there now and its traffic is fascinating. Well, shoot, I mean, it's really not that much better in San Antonio these days. It's 30 minutes… Okay, trust me.

Okay. You fly… I've been trying to get you to come to LA, okay? When you come to LA, and my podcast studio is on Sunset, in the hotel you stay in is in Sun Set, the boutique hotel where my private club is, it is 13 miles from LAX.

Just guess how long that takes. 45. Hour 10. Oh, wow. Yeah, and that's like not even during Russia. Okay. Maybe less than l.a. Then yeah, probably l is pretty impressive for the traffic.

Which you know, you learn not to complain about it because you chose to live in L. A. So you're like, fuck it, I'm just going to deal with it. Why not live Well, one, Christine's in the entertainment industry.

OK. In San Diego is a very different vibe than L. A. Yeah. It's a vastly different body. And San Diego is actually very transient because of military. So there's like a group of people that.

have been born and raised and live in San Diego. Okay. And then there's a group of people that move in and out. The grifters. So the people I've talked to that have moved to San Diego say it was actually a little bit challenging for them to kind of get connected unless you're like there for a couple years.

Like military crowd. Yeah. I love LA. It's very, and LA is not everybody's cup of tea. Yeah. I mean, you know, there's some shit you got to deal with, right?

Literally, like on the streets. But it's not that way everywhere. You know people see what they see on TV and like, it means, that's skid row. Right? But there are some challenging things.

LA itself, where we live, is very open, very accepting, because everybody's kind of moving there and they're getting their feet in. It's a very warm and welcoming place.

I've lived in a lot of places. I've been there living there since May 1st. So I'm in there a couple of months. I have been going there for about 15 months, and it's wonderful.

Oh, that's good. Yeah. There you go. That's my commercial for LA. Most people are escaping LA and coming to Austin. We call it Little California. They're like, what?

You've got to come to Boston. And I am like yeah, it is 110 in the summer here. It is really freaking hot. Really freaking and I lived in Charlotte for 23 years and am tired of being humid.

Then I live in a desert for a year and 110 dry is still hot, Is still a hundred and ten, right? They tried to make a claim that it's not that bad. They're liars.

Yeah, it, yeah, It's hot. Now, the hottest place I've lived is Louisiana. I spent five years in southern Louisiana, now that, that my towels never dried.

So yeah. That's a different heat. But it is 85 every day in LA. Yeah, that's true. You get the good weather. I mean, okay, I'll survive. There's a weather tax.

Yeah. So five miles. Most of them are five. Really? Because I tell them it's like 20. If you can dominate like twenty miles, twenty mile radius. Wow. It depends.

It probably depends on the business. But if they can dominate 20, that's amazing. Right. You also have to find like in the situation of doctors, people are probably willing to travel a little bit further.

Yeah. Especially for the specialized doctor. For what they do. 100%. You're going to go to wherever your doctor is at. I tell them, I'm like, you don't need to dominate.

If you're in Austin, Texas, nobody gives a shit about you in Dallas or Wichita or LA. Doesn't matter. No. Like even with your… You need be the local hero, not the statewide hero or the national hero.

Just the So Dr. Petropoli is one of my top clients ever. Right. Partially because he's worked with me for like five years. Okay. And he is in a small town in skinny Atlas, New York.

He's done everything that I've told him to do. Like he has followed the path. First year, let's get the cash business stabilized. Second year let start to exit you from it.

Get out completely out of insurance. Year three, lets get you on podcasts, write a book, all of that. So now he does a books, he on podcast, does all this.

Nice. He still dominates his local market. Okay, Syracuse to Rochester posts content all the time. But what's happening is there's a bleed over. Now he has clients flying in from Alaska, Canada.

Yeah, he's got one flying from Texas to come get treated by him. Like, people talk about that over for that. Yes. Talk about how does that overflow happen?

Like what causes that? Um, really good marketing. Right? I mean, in this day and age, it could be having a really Good Instagram channel. Yeah, right.

Because are you a big fan of that? Are you big fans of Instagram channels? Think content is cash. But it's also a pain in the ass. Mm hmm. because if you go to an influencer, they live with this thing attached to them.

And I don't believe that's freedom. But it gets you into Coachella for a discounted price. Exactly. So that's a good thing. Right, so there's some good things and there are some scratch my head things.

Going to Coachellas is an important thing, no. I live on a farm, you know, with pigs and an emu and things like that. You have your own form of Coachello?

Yeah, I know. But I'll tell you one really cool thing about what we do is because Google is going to give you a five mile space and we can break through that five-mile radius that Google gives you and spread outward for our clients.

And that's really freaking cool. Using the gridlock. Okay. Because that is important to doctors, especially like depending on the region that you're in, you know, like East Coast folks, where you have like three states in a 10-mile radius, but you'll have people that will travel state lines.

Right, right. And so if they can break out into a 15- mile radius well now they just dominate that whole entire area, what do they call it, tri-coast.

So like that's super, super important. When we can do that, the doctors really, really love it. Yeah. Yeah, one of the things that I love about the medical space, specifically the functional and biologic space.

And no offense to the MedSpot people, that's not one the markets, because it's a commodity. That's whole other conversation. It's total fricking commodity, it is a race to bottom.

But in our space what is beautiful about it, is the margin of error on your leads is big, and what I mean by that is that the lifetime value of a patient is so strong and the margins are so high that you don't have to be a great marketer like in the Jiu Jitsu studios, right?

Like whatever the life time value a customer is in Jui Jutsu studios and maybe you go negative for the first two to

three months before you flip, when you're charging $10,000 for a procedure or $15,00 for an annual longevity program, and the average years that they stay with you is seven years in the longevity space, you can afford to spend $1, 000 or two thousand dollars.

Right? This is one of the things that I don't want to talk about this because your fees, I'm not going to mention your fee. That's your decision to share.

But your feet to the naked eye are not cheap. No, they're not expensive. but their return on the investment. Massive. Okay, so why is that? Talk a little bit about, because you don't let, like once an area is gone, you're in.

So explain this. Yeah, with Gridlock, once we get someone to the top of that map pack, one and two, two and three, whatever it might be. They come, they work with you, and you do an analysis.

You figure out what it's going to take for them to be ranked one or two in the mappack for a variety of keywords. Correct. Is there a limit on keywords?

Well, here's the cool thing is usually it's about five keywords that we work specifically with, but there are like offshoots of keyword phrases to those keywords because of matching terms.

Does that make sense? Yep. So the list is longer. Right. But those five actually generate control 85% of the market. And they're the biggest volume for the space that Okay.

So, all right. I'm sorry, I got you off track a little bit. Okay, which answer? So we were talking about, you get one or two in the map pack. Oh yeah, yeah.

We call it gridlock because once you're in, we don't give anybody else this space. You own it. Which we love. we Love owning things as business owners.

Yeah. But to be able to control a space of it for a business owner and that businessowner own that relevance for those services is massive. Um, so like that's huge but I'm sorry.

I lost my train of thought. That's okay. So they own the area. How big is the are? So are they owning like all of Austin or they owned like a wedge of Boston?

Good question. We'll give them like an immediate five miles, but if we can go out 10 to 15 we will. Okay. Yeah, 100%. Okay, so like kind of the space that you want, especially for doctors.

In our space, it's probably 15 to 20. Oh, we were talking about the lifetime value. Yep. Here's the thing. The reason I love working with doctors or anybody, and this is with all local businesses, is like have a high ticket offer.

Can we just tell every business in all of the world? All of them need a hike. You need three offers. Have a height to get offer a good better best. You are going to make your life easier.

It may not be the first step. A high ticket offer to one business might be a low ticket offered to another. Your doctors, their entry might a 5K to 10K offer, and their next step might 30K.

Where in my Jiu Jitsu school, our first offer is a $500 offer and then we're going take them to a 10k package. So it varies, but have a high ticket offer.

Well, with these doctors, if we get them one win, it's going to pay for the service. Now, am I like, oh, now you're a billionaire? No. But as you said, where are you taking that patient next?

Because if you take care of them, guess what? They're never going go away. In the region space, it's highly referable. Yeah. Unbelievably referrable. Right.

Family members, friends, all of that. Like, a hundred percent. Case in point, Christine's parents, her mom went to go see Don Buford, who's up in Dallas, one of the OGs, and then her father went go to see.

And they live in North Carolina. They're referring their friends to fly to Dallas to get to meet Don. I mean, it blows my mind. It's because of the specialty and the service.

I see women all the time on Instagram. There's some amazing doctor in Dallas that they are flying there to get boob jobs for. He's the guy. Oh yeah, I've heard of this guy, yes I have.

They come in from everywhere to see this boop dog. I have a friend of mine. He's a business friend. We run a mastermind together and he's in San Francisco and you go to his website and it's this beautiful woman like black and white photo and a phone number.

That's it. for he's in San Francisco, he does mommy makeovers, Tommy tucks and boob jobs and whatever that costs, whatever. Let's say the going rate is 25,000. Okay.

He charges 90,00 for the exact same thing. Yeah. And I go, Larry, I'm curious.

Pricing, offers, and sales process

How, how did you arrive to that? And he goes, people will pay a lot of money for something if they think it's worth it. Yes. And he goes, no, I'm really good.

He goes my boob jobs and tummy tucks are fantastic. And I like, OK, take your word for it. But I got a six month waiting list. Oh wow. Charges 3x more than his competitors.

Yeah. It makes it very difficult. I operate. You said it's mostly referral on me. Mmm, now that takes a lot of balls to do a lie, right? I love it. Isn't it great?

It's so I know I have probably five Business acquaintances. I won't call them friends. They're just people that I now yeah that have business models like that.

Yeah And if you want to work, it's referral only. Charge more. And it is referral-only. Waiting list out the door. Yeah. 100%. That's also one of the things that you do with doctors, too, is you help them charge more, and I love it.

Absolutely. Well, I've learned a lot in the golf business. I was having this conversation yesterday at this facilitator's retreat. And, um, in order for me to survive my childhood, which was pretty fucking bad, I had to become a chameleon.

Because if you stood out, you had a blend, right? You had adopt everybody's kind of belief systems really quickly. Cuz if You were different than anybody else, he would get verbally abused, like you wouldn't believe right.

So I learned at a very early age, Keep my keep my thoughts to myself blend. Well, then when I got into the golf business, I grew up in an Irish Catholic working class Democrat family in Chicago.

Now I'm working in private country clubs, like we need to blend. So I learned really quickly how to be a chameleon. But what that taught me is I have an unbelievable ability to assimilate into any type of environment and listen and learn from them.

Right? Okay, so like a lot of Jewish friends, I got a Mormon friends. Like, my friends are broad spectrum, right? But when I've learned about that, is that I learned about while everybody has like a different set of values or beliefs about what they think is important, transgender rights, LGBTQ rights religious rights whatever it is, okay?

What I discovered is this. I don't care if you're part of the LBGTQ community, or you believe that everybody should own ARs and you live in West Texas, okay?

Everybody wants the exact same thing. And that exact, same, thing is they do not want to be told what to do or what, to believe. Okay? Everyone, every group, wants freedom to, they want autonomy.

The second thing, Everyone will pay exponentially more For two things one something that they irrationally are in love with golf tennis, whatever. Okay and They make it their buying decisions based on price and it's not the prices.

They don't buy what's the cheapest and They generally buy the most expensive one or the middle expensive, right? They'll always buy The middle-expensive if you give them three choices sixty percent of the people will take the metal.

Yep, okay so what that taught me is if I can control the frame of price of So And we have a formula for it. Mm-hmm. I won't reveal it here because that's what we our clients pay us a lot of money for We are by far the most expensive program in the industry bar none like our basic program is The same price of everybody else's high-end program and my high end program has six figures.

Okay, I have two six-figure levels and When you present the highest price first, 60% of the people, I don't care what industry, what—I don' care if you're Jewish, Mormon, again, doesn't matter what you are, sixty percent of people will always choose the middle price.

If you presented three and you'll present highest one first. if only have one price, you were generally leaving a significant number of buyers on the table.

Every business should have three choices. Yeah, it's the number one thing that we do is we show them how to create packages and create three Choices and that alone will increase the revenue by 25 to 50 percent Crazy, right and every by the way every 11 percent that you increase your revenue you double your profitability.

Oh, wow Learn that from Roland Frazier. Yeah. I'm like, that's bullshit. Like, don't fuck. He's right. Roll is a smart guy. Is this my guy? He has a friend.

And I want him on my side of the negotiating table. Right? I do not want to negotiate. Since I did not wanna be on the side rolling. No, and I've told Roland that and known Roland for years, I know him for like a good five to eight years.

You know, it's so interesting is that, from a functional med region clinic, or to a jujitsu school that principal stays the same. Yeah. 100% because Jiu-Jitsu schools like you're not three prices on the table.

So are you the most expensive Jui-jitsu school in San Antonio? Yeah, by how much? Oh, 20%, 30%, 20, 30%. Yeah that's kind of the now. Did you purposely do that?

Like do you find out what your competitors are charging and then move up or did you just stick up? We are often told. Oh my God, this school is only charging this.

This person is charging, I'm like, that's amazing. Is that what you say? Yeah, yeah. That's amusing. I love it. You never compete on price? Never. Why not?

I don't think you ever should. Talk about that, because my doctors need to hear this Price is irrelevant. Are you sure you're not, like, into my brain?

Because that's what I say all the time. It is 100% irrelevant. Now, make a conversation sales process about the price. Give them all of the FAQs to why the prize is that.

Dude, they're going to buy. I'm sure that doesn't align with your nine questions. If you have to justify, you're screwed. Right. Why are you justifying your price?

I also believe that the offer is just a how. Okay, explain that. The price is just the how. the commitment is the close.

So we have a script and I wonder if our scripts are similar to yours.

We'll have to, you know, compare notes per day. Did you get it from Kevin Nations? No, but I love Kevin, he's a good guy. I've known Kevin for 20 years, I'm gonna get him on the podcast next time.

He gave me his big money script 20… years ago, it was 2005. Yeah, we should send him a picture. So within this script, right, it is a high ticket script and it's for a jujitsu school.

That's why it the same damn thing. Before we give them the price, we get the commitment. So I'd like to ask two questions. Matt, you're here today. I'm like so excited that you've shared all this information with me.

Now, if I were to say, Matt are you like, wow, Rebecca, I wish I would have done this three years ago. Like I am a hell yes. Or are you like, oh, Rebecca, this sounds kind of cool, but I'm still unsure.

Where would you put yourself? And you're like oh I am a hell yes. And I love that. But here's the thing, buyers are liars. So before I just believe they're hell, yes, I'll ask them the next question.

Questions lead to confessions, right? So I ask him the next question. I'm like, Matt, I love that you're a hell yes. Now, tell me this. On a scale of 1 to 10, 1 like bro, this is not for me, and 10 like how do I get started?

Take my credit card. Where are you? And you were like I am an 8. You just went from a Hell yes to an eight. This is why buyers are liars. Wow, that's really high.

Tell me why. And now you're going to resell yourself on why you should do this. And then I might even ask and they're like, and we're ready to do. This right now.

Yeah. I just closed you with you having no idea what the price is. Well, it's just like a medical appointment. The script, the questions that you are asking, right?

How important is it to what brought you in today? What is, what is that? You want to in the future that can't do right. No, you know, People don't understand the reason the price is irrelevant is because it's already costing them something.

They just have not materialized that cost. How much, how much like, what does stress cause to your body? Cancer, cancer, heart disease, diabetes, high blood pressure, Alzheimer's, all the shit we don't want, right?

Everything that they're telling us is bad for us. So I have this bad thing in my life that is causing me insane amount of stress, but I don' t want to get rid of it for a few grand.

No, I'd rather have cancer and spend a hundred thousand dollars in medical bills. Yeah. And business owners don t understand this at all. The, I hate the discount game.

Oh, me too. I can't stand it. Yeah. And I use this analogy from stage. Imagine going to a cardiologist and eating quadruple bypass and the cardiologists goes, tell you what I'm gonna do.

You need a quadruple bypass. If you sign up by Friday, I'll do the second two for free. So it's a buy two, get two free artery thing. But you gotta sign-up by friday.

I gotta get your surgery done by saturday. You'd be like, A, you sound like Bernie Sanders, and B, i'm getting the fuck out of here. Right? Okay. And yet, that's what we do.

They're like well you're here and you need to join. i'll the 2nd joint for $200. Why would you do that? And the problem is that The functional medicine biologics doctors, they look at the med spa space and they've completely bastardized that space.

That space has been completely commoditized and destroyed. I've done work in that and I'm like, you have to be so high priced that people will not question why you are four times what everybody else is.

And they think, well, that's what they do with Botox. Botax is poison. Now I use it, but like But I know what I'm doing, I don't know I was actually poisoned in my forehead so like you can't You can the mistake is to look at other industries like and I consult like I said I can so I have a client I'd consult in the Online psychedelic market.

Yeah, okay something that it's very near and dear to me. I am a big believer of it I've done numerous journeys. It's completely transformed my life and dealt with all this trauma that I grew up with and and it continues to transform my life.

So I have a friend of mine, he has this place, and he primarily survives on buy one, get two at 50% off. Okay. That's a horrible thing. And I'm like, he goes, my margins are great ago, they could be better.

And so what we've done is we're in the process of completely repositioning him, that his prices are going to be 2x more than his than like because his stuff is so pure, right?

He grows them in sound baths. It's small batch. He does a limited number every single month of what like he has this I like we are gonna And I've talked to a couple of people are like, yeah, that's the approach.

Like it's my point is, is that every business, every single business can be repositioned as the high end exclusive offer. Right. And the great thing about it is your market, like if you're in San Antonio.

Yeah. How many, how big is San Antonia? A million and a half to million? Yeah, right. Easy. I don't need everybody. So, um, gridlock. Let's talk a little bit more about it.

Okay. What is the what do you see with your clients? Like, I know you've got a couple of our folks now you just you been working with them for a few months getting things and I it's been challenged because a lot of their sites absolutely blow.

Yeah, okay. But what are you starting to see? With people when they in and or like in people other people in industries like what happens to their businesses?

Well, some really cool things. Um, i know this sounds silly, but like their phones start ringing. Which is another problem to itself. It's a whole other problem.

I'm like, please, all the things he's taught you, Please use them. Yes. Because that's another. Problem to solve. There's so many problems to. Solve for business owners a lot.

A. I. solving a. Lot of problem, but he is not going to, solve all of them know, I mean, A I can handle a phone call a little bit. it's not there yet. No, no, it.s not as good as a good a, good person on the phone.

Oh, a Good person in the. Phone. You should pay 80 right here. Oh, yeah, they're worth their weight in gold. They are a hundred percent my appointment setter Which is kind of like the person who uses the phone makes?

Um, low six figures. Oh, good. I mean, it's that important in the position. It's so insanely important. My front desk people, I paid them back in a day.

This was 2015-ish. We were paying them, we used to try to get away with paying like 35. Yeah. Started paying him like 60. You know, one of the skills that like every business owner should have even if you're like an orthopedic surgeon is like go cold call people.

It's horrible, it's miserable. It sucks. Nobody wants to do it. I hate it! It is horrible. And I'm a salesperson. Its miserable, its awful. Yeah. But you learn so much.

You figure out the pieces to the puzzle of how to get a person to stay on for two more seconds. How do I get to there? The guy that I need to to. What do i need say?

Oh shit that didn't work. Oh wow that worked a little bit better. And now they start understanding the importance of building that first connection on the phone in our jujitsu school way back in the day when we were, you know, figuring all the shit out from the construction company going bankrupt to having the juju schools.

And my sales team would like, they would play to see who could get the calls that I set. And they'd be like, oh my God, Rebecca was on the phone with that person.

I'm taking that sale. Because they knew it was like I just set it up for them and all they had to do was spike it down. Wow. Yeah. When I had the clinics, and we had three of them, We had a process when you came to work for us, everybody, I didn't care what position you were in, everyone started at the front desk.

100%. Okay? Because that was the nerve center. And I had this woman, Latoya, who worked for me, she was from the Bronx, and this was in Raleigh, North Carolina.

And she worked the front desk and she was a badass, right? She took no shit. She ran that thing like it was like a freaking Viking slave ship. I mean, it wasn't like, where's the drum?

I like that. Nobody was out of line. And I remember one day I was giving her shit, she goes, you know, Matt, I'll cut you. Yeah, yeah, no, You will. Like she has a place that was loving.

That was I love you, man. So she would, I would say everyone, you have to go spend a week at the front desk, You have learn our script, book appointments, check people in, and you do not graduate until Latoya says you're ready.

So I had this doctor come work for me as urologist. And I said, OK, you can come work for us. I say, but you're going to learn every position. He goes, what do you mean?

And you go, You're gonna work the front desk for a week. Yeah. And he goes. But I'm a doctor and I go. You work at the men's clinic. This is what we do.

So he's working the desk. Is this guy's like 60 plus years old neurologist for 30 years. he comes into my office at gets down on his knees and goes, please, for the love of God, do not fucking make me work the front desk anymore.

I will never, ever complain about the Front Desk. And I go, I don't have that call. So I bring in Latoya, and she goes, he did all right. We'll let him slide.

But don' ever, she said, but don"t ever bitch about us. Because that's the thing. People are like, oh, the front desk people, they don "t know what the hell they're doing.

I'm like have you worked the fron desk? Do you know it happens? It is critical. Yeah. Anyhow, side note from there. Good luck. Working with the doctors, One, most of the time they just don't have any idea of what the marketing is.

And some of them are paying for marketing, right? Like some are not trying. They just have no idea what they're actually building for the market. Right.

I will be the first to say this, that 9 out of 10 agencies suck. You think it's that low? I was gonna say 9.5 out of 10 agencies suck. They do suck, most of them are fucking awful.

By the way, if I recommend somebody, it is because we vetted the shit out them. Yeah, they're all liars. And that's the piece that like, ugh, you know, I'm not gonna tell you that 100% of our campaigns are gonna be amazing.

If shit doesn't work, we're gonna do our damnedest to fix it, right? Marketing is hard. Right. But what I will tell you is

that I'm going to do exactly what.

I said I was going. To fucking do. That's what i'm gonna do and so many agencies have picked up a sales book and been like oh I figured out how to sell people.

Frank current training back in the day when Frank was teaching local business how. to be a local. Business marketing agency. And they're like, oh shit, I got some clients.

Well, i'm not gonna do shit for them, but they are gonna pay me. And I'm gonna lock them into a contract. Oh yeah, that's a whole other story. So these marketing agencies suck.

I don't blame the doctors for that, right? That's not their fault. They hired someone who said they were going to do something and that didn't evolve, and now they've built mistrust.

Now it's like, well, what are you going do, but why are going you do it and why aren't you doing it fast enough? Marketing is not always an overnight fix.

In fact, most of the time it is. It's never an overnight fix. It like turning a steamship around in the ocean in high seas. If all of the pieces are there correctly, you make our jobs easier.

if all the piece are crumbled and messy as hell, it's gonna take more time. And the reason why your shit isn't working is because the peices are all crumbling to hell.

You hired a website company, they lied to you, They built you a web site that's horrible, It not gonna work that fast. If you have a decent website, you're in the top 20, your GBP isn't miserable, wow, okay, we might be able to get there in 30, 45 days.

Yeah. I had a doctor tell me the other day and his site was a WIC site. We built the new site and then after 30 days, he says, well, I'm just wondering why this isn' working fast enough.

And I wanted to bitch slap him a little bit. You should have. With love. I think I knew who it was. And you know, I kind of did it in a loving way and I was like, well, look where you were on what page you where with zero relevance that you had and now we're going to try to get here.

I'll also say that there is an identity crisis with some of these doctors because a lot of them are orthopedic surgeons or some type of surgeon. Pay management.

And now they're moving into the region space because they see the markets going there and they are not sure who they want to be yet. They're trying to split, be both.

And that's their question to us is like, well, why can't we do this for both?

Positioning, specialization, and closing remarks

And I'm like because now you're confusing the market. The market doesn't know who you are. It's a big, huge mistake. You have to plant your flag. Yeah.

And so like pick one, buddy. Like pick on. Who do you want to be? Yeah, and then we're going to tell Google who are you, what you do and where you it.

But if you try to make a galah, you know, goulash with like all the extra vegetables from the freezer that are expired six months ago, it's going to be harder.

Yeah. I couldn't agree more. It's why in my first book, the anatomy of a seven figure medical practice, we talk about the beachhead. One market, one message, won't offer.

Being known and people like, but I do all these other things. Nobody fucking cares. You need a gateway drug. After you get them hooked on marijuana, you can move them to heroin.

But a first step, always a step. You have to be known. In our ED clinics, we did erectile dysfunction. Now we get hormone replacement therapy, hair restoration, medically guided weight loss.

We did a bunch of things, okay? The only thing we marketed was come to the clinic one time, meet with the doctor, get a test dose. If you don't see results in 12 minutes, you owe us nothing.

That's our guarantee to you. And that was our offer. Our market was, hey guys, has the little blue pill failed you again? We didn't want people that were having casual erectiles dysfunction, We wanted guys that had failed using pills, potions, pumps, and porn.

Now, I've got a very clear market. I can speak to a clear message. This is one of the ways we got 50 appointments per location per week. It was a freaking machine.

The more specific you can be to the market, the better your message is going to be, and that's what we're trying to do. We're not trying confuse things for Google.

I'll say that like, you know, doctors are doctors, right? There's a little bit of narcissism in there, but that's not necessarily a bad thing all the time.

No, narcissistic is actually pretty healthy sometimes. Yeah, it's pretty good survival tactic. Right. And so it is not bad, there is a bit identity struggle.

this doesn't exactly match who I am, but it is what's going to drive the business. So are you willing to detach yourself from who you are, how you want to be perceived in order to get the result that you wanted?

So like you have to detatch that ego space. Yeah, it's one of the bigger mistakes when we can get somebody really dialed in. It's easier for us to have success, I think, with a startup at times, and that's about 35 to 40% of our market versus an insurance practice transitioning, which is another 35-40% percent of the market because there's an identity crisis with the second group.

So we have a client who's in Texas, family practitioner, who is moving into functional medicine. And the advice we gave him, and I give this advice to everybody, I said, you've got this big team of 25 people, take three people.

And that's all they do now is they work in the cash-based side of the business. They don't spend any time in insurance side. It doesn't matter how slow they are.

their job is to build this. We're going to practice within a practice and create an ecosystem. And that ecosystem is going move out. Yeah. The other ecosystem's going reduce in size.

So we're gonna create separate sites, separate all this, for all of this you keep this other thing over here because if you just stick it on there nobody's gonna find it.

You've got to have your own pathway, your name, like this whole thing. Create a whole separate identity and that is the best way. It's when we try to you know, skate between the two, it becomes a it's a mess.

It's very difficult. Very difficult and the staff doesn't know who they are. And then the stuff gets gets disgruntled and then they start saying this cash thing stupid.

We should just you make sure that everything's covered by insurance for everybody. Yeah. Well, that doesn' work. You're not gonna make anybody Right. And identity is the biggest play in marketing.

You know, if you can help somebody shift, it's the hardest, but it is biggest. If you help them shift to, I want to be

Wonder Woman, then they can attach to that.

Easy. Yeah. So, how do people get in touch with you? They want find out about gridlock. Yes. This is a funny question because I am not all out there on the internet.

I know. Which is really funny, right? It's really fun. Well, but it's not, I want everybody to understand. It's a different conversation if you are a local brick and mortar about how you market versus someone like you and I that assert, like I have clients all over the world, right?

Like, you know, I'm not going to be running targeting campaigns for London. I mean, did just get a client in London, but maybe I will. But like, so it's different conversations.

So it is not like your going pop up on maps and swing by your house. No, not not we don't have I don' have a maps for my agency But you know, maybe when Google will allow me to have one at the farm So a lot of people find me on LinkedIn I am there okay You know I've got my email Rebecca at my MainStreetMarketing.com So it's Rebecca and you spell Rebecca R-E-B-K-A-H, it's like the Bible.

Okay, Rebecca at? My Main Street Marketing. And your last name if they look you up on LinkedIn? Rebecca Duran. D-U-R-O-N. Or find me through Matt. If you are listening to this and you're a client, you can go on to our Mighty Networks and her information is there.

if you were not a Client, just contact her. Find her on Linkedin and say that you heard because we have special pricing for them to go through. So, you want to talk a little bit about that?

Yeah, absolutely. So what we do first, which is our coffee date, right, I try to do what I say, is we offer a 30-day trial. It is a paid trial, so it's $1,000 for a for paid 30 day trial we will need to get access to your website, we'll need access your GBP, I preface by saying access to the website as that sometimes becomes a problem depending on who owns the web site.

And then we'll set everything up within seven days. We'll give you an analysis of exactly where you are right now. Don't be scared, don't cry, it's okay, we will help you fix it.

Because people sometimes dont want to look at that. And then within that period of time, we'll be able to identify the keywords that are most specific and most helpful, you know, cause more revenue for the clinic.

And that's what we will have, put a plan in action for that. If your website needs help, which sometimes it does, probably 50% of the time minimum. We can help you so we can build out those subdomains as we talked about before there is a price tag for it So let me be clear.

There's a pricetag for you might want to do the trial first and then be like, okay I'm really ready to move forward longer term And I'll even say that after that trial if you're coming into gridlock, it is 5k a month.

Yeah And the thing about it is that but then you own that radio that space and if you stop paying you don't know And it's like I you know people always like but I shouldn't have to keep paying I'm like, let me explain something to you right when your client comes in and you fix their testosterone and You give them peptides And they start feeling better.

Would they ever want to stop? I mean, I pay $2,500 a month for working with my doctor. And then I paid medications on top of that. I'll never stop. Right.

Look at my 58-year-old friends, and I'm like, yeah, doing way better than them. Like, there's a lot of work to do. A lot doctors are free. Yeah. You own that zone.

No one else is going to be coming. So you're going own one and two in those key areas. I will tell everybody it's as foreign because your brain is like, they think that marketing should end.

Marketing never stops. It's not an expense, it is an investment. And if you stop and you think about how many times, and I'm going to use this, I am in Austin, Texas.

Neo, my assistant, and that is his real name. He's not a bot. I've met him. Yeah, he is a nice guy. Um, He he's in the Philippines and I guarantee you he I gave him the address of where I was staying And he googled podcast studio and this showed up in one or two in in The Maps I know it did right I don't even have to look because we do this all over the country.

And that's how he chose and he was in Philippines. And if you look at what Google is today, at the moment of this recording, the top two thirds of it is an AI answer, Gemini, and the next thing is Maps.

Those are the two things above the fold. You don't see paid ads that much anymore. And then SEO is being pushed down to the second page, which means it's irrelevant.

Yeah. This is not SEO, people. Don't say, is it just like SEO? No, it not. It's completely different. And it is also layering into the AEO space. So what we do affects your A-E-O search.

Tell them what AEO stands for. Artificial. Yeah, it's like artificial into I, yes. Engine optimization, there we go. Sorry, I had to think about it too, because it was a brand new phrase.

Right. A E O is your Geminis, your chats, you're quads, Because what are people doing now? They're using A O now. We do have tools that will help you rank in AEO, like where they'll suggest who you are.

And it's silly. It happens with blogs that AI writes, but we build it with the code that I read. So it is not just handwritten blogs. But I will say this, to be very honest, it kind of a fugazi.

It is. We're headed there. we're heading there quickly. Did you marry an Italian or you're part Italian? Neither. Fugazi. I dated an italian. It's not there yet.

But should you start building it now? Well, yeah, you can. Yeah. And we are going to be talking about AEO and what it's doing in the marketplace at our mastermind in July in Las Vegas for those people that are part of our program.

If you are not, schedule a call with Christine and let's get you in. OK, and then we will probably do a bigger session in our November session because this is changing fast and so fast.

Maybe we can have you out there to do some. Yeah, it's going to be a long two and a half day event. So in November, November. Talk about it. We got to work in a location and all that other fun stuff.

I'm seeing a massive shift in the way marketing works, and I haven't seen this fastest shift for 20 years. That's crazy. It is crazy, it's really crazy and spending a lot of time on it.

When I get done with this, I'll go spend three to four hours. Now, I study this stuff because I have to teach it and I got to understand at a very deep cellular level.

You don't need to spend three, four hours a day like I am. But for people like you and we like to understanding because it's changing fast and it is very fluid, but it very powerful.

And if you're not doing it, have somebody on your team that knows how to do it. Cool. Thanks for coming in, Rebecca. Thank you for driving up from San Antonio.

Of course, my pleasure. I was at my place in Austin, up at the lake. And I'm like, wait a minute. San Antonia is like an hour and a half away. We've been trying to get this interview done for months.

Yes, I am so glad. So glad you told me. Yeah, it's great. Glad you're able to come up. Absolutely, thank you so

much. All right. Folks, give her a call.

Contact her. This is good stuff. Thanks, Rebekah. Appreciate it. Bye-bye. If this episode got you thinking differently, hit follow and share with someone stuck in the system.

Please leave a review, it helps us grow. Want more? Visit MavericksProfitSystem.com to schedule your free discovery call and explore how far your business can go.