

00:02

Eric Lofholm

Good afternoon, everybody. This is Eric Lofholm. I want to welcome all of you to our double your sales with AI challenge. This is a three-session challenge. It's not three days, 30 minutes a day. It's an easy lift. We're going to cover three different aspects of doubling your sales with AI today, tomorrow and Thursday at this time, 11am Pacific. And all three sessions will be recorded. This is our monthly community event. We gather as a community once a month to do a free event to learn more, to help us make more sales. So this is a picture here of the digital divide and this is a very real thing. And what's happening right now is that the people that are knowing how to use technology, CRMs, social media, AI, have an advantage over those who don't.

01:05

Eric Lofholm

We're going to talk today about all kinds of cool things, including custom GPTs, we're going to talk about ChatGPT projects, we're going to talk about data pools. Our focus today is lead generation, how to double your leads using AI. And what happens is that people that understand how to use these technology tools, they're not smarter than anybody else, they just have an advantage. And so I'm thrilled that you're here. Thank you guys for showing up. And I'm going to do my absolute best to make your head explode over these next three days. When we're talking about the digital divide, we're talking about smartphone, how to properly use your smartphone, social media, AI, CRM and Internet. So let me pull my notes up here and I'm going to make this a little bit bigger so you guys can see this.

02:04

Eric Lofholm

Let me, before I do that, double your sales with AI. Let me put the notes in the chat, start with that. And my team and I, we've done a really great job of creating a, we call it a hub page for the recordings. I've got an AI coach to share with you. There's a lot of love has gone into today's class and this particular program. And I'm treating this program as if you had invested a thousand dollars to be here. And obviously, you know, it's free, it's a free value add. So today we're talking about class one, double your leads. Tomorrow we're going to talk about doubling your appointments. Double the appointments you set, double the appointments that you run. And then class three is double your close ratio.

03:01

Eric Lofholm

So how do you improve the number of people that buy from you, from the appointments that you're running now? There's a brand new thing that I'm introducing to you guys right now. And it is called Gryphon. And Griffin is your AI guide to getting the most out of this class. And you can find griffin@hubpagereplay.com so during the class, there's going to be some different opportunities to work on AI in class here. And if you're able to bounce between the class in Zoom and then over onto the Internet, I encourage you to do that. If that feels overwhelming, just stay in the zoom with me here. You don't have to go over to the Internet because bouncing back and forth, sometimes it's a little confusing. But if you're able to go to hubpagereplay.com and look for the link that says Griffin.

03:59

Eric Lofholm

So when I click on hubpagereplay.com, this is the page that has all of the key information that you need for this class. And right here it says Class 1, March 24th. See how that's blank? That's because we're doing the class right now. And this is where the recording is going to go. And then this is where the recording for Class 2 is going to go. And here's the recording for class three. So guess what? You don't have to email me, hey, Eric, where do I get the recordings? When's Class 3 coming out? It's all at home. Hubpage replay.com. So one of the buttons here says Griffin. And so when you click on Griffin is a special custom GPT that I created, and I've loaded it with knowledge about this program.

04:53

Eric Lofholm

So, for example, if you want the transcripts of today's session or tomorrow's session or Thursday session, all three of them. And I'll explain why you might want transcripts during today's class. Instead of asking me, eric,

where do I get the transcripts, you just press this button, request the transcripts, and then Griffin is your guide. And Griffin's going to tell you can access the transcripts at this Facebook group. Once you join, check the file section. So let's do that. This is the Facebook group that we're using for today's class. It's not required. However, if you do want to participate in the Facebook group, if you want access to the transcripts, you'll need to join. Some of you have already joined. That's the link to join. So right here under files, when you click on that, this is where the transcripts will go.

05:46

Eric Lofholm

Now there's the transcripts from last month's challenge, the. The leads challenge. I'll be putting the transcripts up, and you might Go Eric. Why would I want the transcripts? I'll explain that a little bit. So back to the hub page. Griffin is your AI guide and you can type in, you can prompt it or there's these buttons up here. Where do I find the replays? If you click on that, it'll tell you. Hub page replay. How do I find the survey? If you click that, it'll tell you how to do that or you prompt it. Now you're going to start seeing Griffin. Some of you are brand new to my community. This is the very first time you ever trained with me. If that's you, welcome. Others of you've been with me for a couple weeks.

06:42

Eric Lofholm

Some of you been with me for a few months. There are people on this call that have been with me for over a decade. Just for fun, type in the chat right now. How long have you been training with me? Is today day one? Is it day seven? Is it a month? Just type. I'm going to give some shout outs here. Type in the chat. How long have you been training? Larry says two years. Kim says a while. Wanda couple weeks. Alvin day one. Alvin, thanks for joining. Marit a few months. Lisa a month. Latha two months. Keith 10 plus years. Lakeitha a month. Joseph 15 years. George 12 years. Lois many years. Dennis a few months. Marcus many years. Patty three years. Okay, so we got all, you know, people been with me a decade, people been with me for one day.

07:32

Eric Lofholm

So whether you're brand new or you've been with me for a long time, you're going to start seeing Griffin. When I'm training, I have different programs that I do and so will have a special AI guide for each program. So as a way of experiencing customer service, now you're like, okay, that's interesting. Well, you want to know the big idea? How about you create your own Griffin? You're onboarding a client and Griffin is just the name I made up. So yesterday I was in. This is how fast this stuff can go, guys. I'm in a call yesterday discussing the possibility of a joint venture and this gentleman named Rick says that he has a class, kind of like what we're doing here. And he's going to be doing his own class on his topic. And he goes, and my class comes with Jasper.

08:29

Eric Lofholm

I go, Jasper, what's that? He goes, it's a custom GPT and it helps people get a great experience from the event. I was like, that's awesome. I want a Jasper. Well, that was less than 24 hours ago. And what did I do. I created my own Jasper. It's called Griffin. And this is. It's making. Griffin's making his debut right now. So has anybody just now seen a way that you could have your own Griffin even if you don't know how to do it? You could see the idea in your head. Just type yes, the chat. If I. Garrick, I can see the idea. You don't need to know the how right now. It's more of the concept. Now, without exaggerating, it's probably the idea of Griffin, which I didn't have until yesterday, that probably increases my productivity over a thousand hours at zero cost.

09:33

Eric Lofholm

All right, the key idea of this class is I'm pointing you towards expansion. So we're talking about doubling your sales. With AI Today, it's double your leads. Even if you don't think that's possible, you might be like Eric, that's not even possible. But it doesn't matter. It's opening up your mind to seeing possibility. Right? I'm a former cook at McDonald's, I'm a college dropout, and I now have a global training company. And there's people right now in the zoom from all over the world. And I built this company from scratch out of a spare bedroom in my condo. And I'm not saying that as a flex or a brag. I'm communicating the value of expansive thinking. Because when you start thinking in a. In a more expansive way, especially with AI, right?

10:40

Eric Lofholm

You guys know that the AI is based on the prompts you give it. So if you say to the AI, how can you. How can I generate five or more leads this week? The AI will answer that. If you say, how do I double my leads? The AI will answer it. If you say, how do I 10x my leads? The AI will answer it. So we're talking about doubling leads today, doubling appointments tomorrow, and doubling close ratio on Thursday. Some of you will not accomplish two times your results. However, there is value in expanded thinking. And some of you will double. You'll get ideas, and you'll double your leads, double your appointments, double your close ratio, double your sales. Some of you will more than double. All it takes is one idea. You're going to want to come to all three meetings Thursday.

11:37

Eric Lofholm

I'm going to blow you away with how to double your close ratio. I had a call yesterday with Gina. Gina is one of my clients, and during the coaching session with AI we accomplished four hours worth of work on her presentation. In five minutes, I'm going to show you exactly what I did it involves data pools, it involves transcription and involves prompts. And I'm going to show you exactly how I did it on Thursday as part of the class. With AI, you want to be thinking about innovation and creativity. A few core ideas of this three part class are data pools. Now I'm going to train for about 30 minutes today and then we're going to conclude the training and then I'm going to do a bonus training today on data pools. I learned about data pools about a month ago.

12:48

Eric Lofholm

I'd never heard of it before. It has completely shifted the way that I'm interacting with AI. So I'm going to do a bonus session with you guys today at about the 30 minute mark. We're also Another core idea of this class is transcripts. So let's just speak about transcripts for a second. When you have a transcript, you can upload the transcript into the AI and have the AI analyze the transcript. And there's a variety of ways to utilize transcripts. So in a sales context, did you know on an iPhone, and you could probably do this on a Droid as well. It has a built in voice recorder of phone calls. So you're on your iPhone and you can try this on and Droid too.

13:43

Eric Lofholm

Put it on speaker mode, three dots on my phone at the lower left hand corner, you press the three dots, pop up menu and one of the buttons says record the call. You press record, it records the call and it puts it in the notes section of your phone as well as providing you a transcript. So what's the practical application of that? Well, if I have a sales call and I want AI to analyze the sales call, I say to the prospect, hey, really appreciate being with you today. Would you be okay if I record our call today? And let's say they go, yeah, no problem. I put my phone on speaker, I hit the three dots, I hit record and then I record and I get the transcript.

14:36

Eric Lofholm

I can now take the transcript, I can put it into the AI and I can say analyze my sales presentation. What's weak in it, what's strong, how can I improve it? Or what I do in my business is I write proposals. So I would put into the AI, I uploaded the chat GPT, the file of the transcript and I type in the details of the proposal and I say, here's what I'm charging, here's the length of the proposal, take the transcript and write the proposal. And in less than 1 minute I have a better proposal than I could have created on my own. Doing it in an hour. That's just one application of the transcripts. I'll go a little deeper on transcripts when we talk about it and make a note to myself. Data pool. Data pool.

15:28

Eric Lofholm

I'm making note to myself for this class transcripts. Okay, we'll cover that in a little bit. So this class comes with an AI Lead generation coach. So I want you to try to get the lead generation coach using Griffin. Now I'll give it to you in class, but I want to see if you can get it on your own. So let me walk you through the steps. You go to hubpage replay.com so I'm going to put that in the chat. Thank you guys again for coming. You go to hubpage

replay.com and on hubpage replay.com there. Okay, we'll just do it this way. There's the lead generation coach right there, right in the middle. You just click on it. And this is a special AI coach that I built for you guys.

16:28

Eric Lofholm

You get access to this coach for free, for life, so you can prompt it. I've loaded all kinds of cool lead generation stuff and we'll do this, we'll test drive this out in a little bit. So that's one of my gifts for you guys. And I'll just. You can find it this@hubpagereplay.com but I'm going to put it in the chat as well. And that is your AI Lead generation coach that can help you double the amount of leads that you have. All right, let's continue on here. Double your lead strategies. So Lead generation is one of the three key systems that I teach to grow any business. It's a standalone system. So we look at lead generation independent of itself and we go, how do I systematically generate new leads in my business?

17:27

Eric Lofholm

So one way that I generate leads is I do an event like this. This is a free event. We do it once a month. It's always on Zoom. It requires a landing page. That's how you got to this class. You opted in unless somebody gave you the zoom link. You, you registered for this class and some of you are brand new to my conversation. So this is a lead generation system. Do a free class and then you require registration. So one of my clients, his name is Clay, and we're going to do a little fun thing and we're going to put some wind in Clay Sails right now. And I want to invite you to something. So I'm going to show you a lead generation strategy. So Clay is a health coach. And like you, he needs leads for his business.

18:29

Eric Lofholm

So I'm coaching him. And I'm not able to take any questions right now, Dan, but we may have some time at the end. So I created this landing page for Clay and this is on April 18th. So let me find the landing page. Okay, we go back one. I want to see if, what I'm going to show you. If you're like, wow, Eric, I could do that. So Clay needs leads just like you guys need leads. And so he's going to do a special Zoom where you can do about 40 minutes of training to help you with your health. And I'm going to put the link in the chat. If you register, you'll have access to the live zoom. But you also, What is showing on the screen is March Madness live joint game pass. Okay. Huh. That's interesting.

19:36

Eric Lofholm

Okay, let me stop the share. I don't know why it's doing that. Thank you for letting me know. And let. So let me know if you guys can see the screen now. You should see my zoom. Just type yes, if you can see my zoom. Okay, cool. And let me make Wayne my partner here, a co host. That way he can interrupt me if there's some little technology goof up like what just happened there. Okay, Wayne, so you can now unmute if you need to. All right, so let me ask you a question. Could you do a group zoom just like what I'm doing right now? My topic happens to be double your sales with AI Clay's topic is health. Could you do a group just type yes, the chat effect. Yeah, Eric, I could do that.

20:32

Eric Lofholm

So as a lead generation strategy, Clay's doing a once a month group zoom where he's going to share ideas to help you improve your health. So I'm going to put the link in the chat. And so the link is now in the chat. And if you guys register for that, not only will you be able to attend live or get the recording, it's on April 18th at One Pacific, but you'll be putting wind in Clay sales because if Clay sees a bunch of people registered for, I mean, imagine how he'll feel, right? So I'm all about putting wind in people's sales. So this is an opportunity for you to put some wind in Clay cells if you choose to. So when people register, that data gets collected inside of Zoom. So let's just take a look for fun.

21:33

Eric Lofholm

And so right now you guys can see the screen, 13 people registered. And if you hit view. If you registered, you're going to see your name on here, okay? You're going to see your name because you just registered. All

right? So. That could be you, what I just showed you now. Now I'm going to come back to this because this is important. Remember the digital divide, right? A lot of you have zoom or you could get zoom, but do you know how to set up a zoom landing page? Some of you do, some of you don't. So how do you do it? So I'm going to show you. Here's how easy it is. You're. You're in your zoom back office. You can see it here on the screen. You hit schedule and then you type in. I'm going to put in closing mastery.

22:32

Eric Lofholm

Closing mastery. And I'm going to put it. It's tonight at 9 o' Clock, One hour. Require registration. Done. That landing page is now live. So I'm teaching this to Izzy the other day. Izzy's like, eric, I want to do group zoom. I go, do you know how to schedule it? Like what I just showed you guys? He goes, nope, I showed it to him. Next coaching call, he goes, eric, I just did my first group zone. That's the digital divide in action. That's why I'm so glad that you're here. So having a group zoom, like what we're doing right now is a lead generation system. And how I want you thinking is, what are my lead generation systems? And then you engage with the AI. You use my AI lead generation coach as an example or whatever AI you want.

23:41

Eric Lofholm

You can prompt it without the AI coach, right? And you put your plan together and then we're going to come back to data pools in a little bit because you can create a special data pool just for your lead generation ideas. Okay, so we're going to do a prompt exercise. I'm going to give you guys a prompt and I'm going to see if I can make your head explode. So my number one lead generation strategy is called the POI strategy. And POI is an acronym. If you're taking notes, you can jot this down, your notes. It stands for person of influence. It's a person of influence or a company of influence. If you have a camera phone right now, take a picture of what's on the screen because this idea is mind blowing. Poi. The triangle beneath the POI is that person's network.

24:56

Eric Lofholm

Everybody in the world has a network. You all on this call have a network. I have a network. But that doesn't make you a POI for me, or vice versa. What makes somebody a POI for you is they have your target market inside of their network. So what you do in. In traditional sales, we're taught, give me a lead, I book an appointment. I. I run the appointment, I close the sale, or I don't. Give me a lead, I book the appointment, I close the sale, or I don't. Rinse and repeat. Rinse and repeat. Rinse and repeat. This is different. This is where you meet with somebody who has a network of your target market. And the objective here is not for them to become a client. I mean, they could become a client. The objective is to get access to their network.

25:46

Eric Lofholm

So I have a meeting today with an individual. He's a business owner, and he has a network of over 4,000 people of my target market. And we're going to be discussing if he's open to introducing me as a recommended sales trainer for these 4,000 people. And if he does it, I might pick up a hundred leads. One relationship, five hundred leads, one relationship, a thousand leads, two thousand leads, or even more, because I understand this idea. So what if you could take this idea and you could engage with the AI and you could go deeper on this idea, and that's what we're going to do. So I created a prompt for you guys, and I'm going to put it in the Zoom chat. So what you do is you're going to copy and paste this prompt. It does not matter which AI you're using.

27:02

Eric Lofholm

Grnk Chat. GPT Perplexity. It makes no difference. Okay, the prompt is so big, I got to do it in two. So we're going to my business. I'm going to. I'm going to delete that part. Control X. Okay, there. And there. Okay, so, okay, I need my business. Let me go to my business. Why did it do that? Okay, let me try that again. Okay, give me just a second here. We'll. We'll get this working here. Control C. Okay, we're going to go to my business. Zoom only lets you put in. So many characters. So I'm going to do it here. I'm going to break it up into two. Okay, we'll go start with that. Took us to number four. Okay, wait until I get the rest of this. Okay, hold off on. If everybody can.

28:30

Eric Lofholm

I gotta get both these prompts in next to each other. So if. If you guys can just hold off on. On putting anything in the chat for just a moment. Give me just a moment to get them back to Back. So don't put anything in the chat. Okay, let's see here. All right, almost there. All right, number four, we're going to go here and there. Okay, perfect. Okay, so what you're going to do if you're able to, is you're going to copy the chat. I just did two. Two. They're back to back. If you're able to copy that in the chat, and you're going to put that prompt in your AI and let me get a shorter version of it in case anybody's having a challenge. But go play with it right now. Go put that prompt in your AI. Now let me backtrack.

29:34

Eric Lofholm

You've got to answer a couple questions in there. So it says, my offer is what you sell outcome, you provide. So you've got to insert that. My business is, you've got to insert. Describe what you do, describe your target market. So you have to. You got to tweak up just a little bit. And I'm going to copy this. Make this prompt a little smaller so it'll fit in the zoom chat. And we're going to go to chat GPT if you're not able to do this, okay, so make. Make this prompt under 1000 characters. And the AI is going to make it shorter. Okay, so this is a shorter version. So I'm going to give you guys two minutes right now. Just see if you can do it. Just try it out. See if you can do it.

30:50

Eric Lofholm

I just put the prompt in the chat. There's the longer one and the shorter one. If you're not able to bounce between the zoom and the AI, no problem. You can work with it later. No problem at all. But this prompt, guys, is a game changer because what it's teaching you how to have the AI help you do this. Foreign. So I. I want to have you consider something. If you're doing the AI, just tune me out. Do the AI if you're in with the chat. You can listen to me right now. So with Clay, all right, I just supported Clay. Some of you guys put win in his sales by opting in for his Zoom. That's the poi in action, because you're a part of my network. I promoted his health class on my Zoom.

32:06

Eric Lofholm

And, you know, 15 of you or whatever, 50 of you, whatever the number was, went and registered. So Clay's leveraging my network by me promoting him. And it's not just promotion on a group zoom. It could be email. It could be somebody emailing their list Promoting you. It could be individual referrals where you have somebody that has a network and they're referring you. What I want you to get from this is my belief in this strategy to help you generate more leads. All right, did anybody do the prompt and get something good when you did the prompt? Like, did it. Did you learn something? Was it helpful? Just type yes in the chat. If, if you got anything out of you, tested it out and it was helpful for you. Okay, it was helpful for a lot of you.

33:07

Eric Lofholm

If you weren't able to do it when we're done, you can take some time. You can do it, no problem. I am fascinated with business. I love ideas in business. It's like they land with you and all of a sudden it opens up possibility. So we're going to cover a couple more things, then we're going to do a bonus section on data pools. So I want to talk to you now about one of the. Another one of the best lead generation ideas out there. It's called a lead magnet. And a lead magnet is where you offer something for free. In exchange for their contact info. So if you've ever been in a chamber of commerce event and they passed around the punch bowl, right? And they said, put your business card in the punch bowl.

34:12

Eric Lofholm

And we're gonna do a drawing for a Starbucks gift card. That's a lead magnet. If you ever did that, right? What did you do? You reached into your. Wherever you had your business cards on you and you put one in there because you're like, oh, I want to get the Starbucks gift card. And then somebody got to bowl full of cards. Or if you've ever seen at a restaurant, they got a punch bowl, put your business card in. We're gonna do a drawing

for a free lunch once a week. We do a drawing. If you've ever seen that's a lead generation system that's also a lead magnet. So this zoom that you're on with me right now, this is a lead magnet. Offered you this for free and you registered.

34:57

Eric Lofholm

So one of my lead magnets is a survey, and I'd love for you guys to complete the survey. This is a survey for this class. It'll take you about 60 seconds to fill it out. And I'm going to put it in the zoom chat right now. And if you're open to it, I'd love for you just to click on that survey and fill it out. So if you fill out that survey right now, you just click on the link. It's in the zoom Chat or you. It's@hubpage replay.com. So let's go back to the hub page. Hub page, replay.com. And then in the upper right here, there's take our survey. You click on that. Take it. 30 seconds, you fill out the survey. Right? So what am I teaching you?

35:47

Eric Lofholm

I'm teaching you one, to have a lead magnet and two, to consider a survey because those surveys will help you better understand who that person is. If you take a moment and fill out that survey, I can better get to know who you are. So we're going to talk about CRMs here in a minute. And the survey is integrated into my CRM. What's a CRM? CRM is a piece of software that is like the foundation of my whole company. All of you, if you've opted in at some point, you're in there. All of the history of my clients is in there. My ability to send out emails, my ability to send out texts, my ability to do surveys. And so that piece today we're talking about lead generation. That survey, not survey, that CRM is a very valuable piece for you and your business.

37:00

Eric Lofholm

And so I am now Wayne and I, my business partner, he's in the Zoom chat. I am now in the CRM business. Wayne and I partnered up and the reason went in the CRM business is because CRM is critical in my business and some of you don't have a CRM and you need one. So Wayne and I are going to do a demo this Thursday at 4:30. It's going to go for about a half an hour and I'm going to put the link in the chat there. It's also@hubpagereplay.com this demo is for somebody who, let's say you don't have a CRM and you want to learn about it or you have a CRM but you're not getting the results you want. Lots of people have CRMs and they're not getting the results. Is there anybody in here right now?

37:46

Eric Lofholm

You have a CRM, you're not getting the results you want. If that's you just type the word yes in chat. So Wayne and I have a solution for that. So that survey that I just showed you, that's part of my CRM. Okay, Now I'm going to give you another idea. We talked earlier about innovation and creativity and right now the world now is not doing business the way it was two years ago, five years ago, 10 years ago. And I'm so glad that you're here. To learn about AI. And I encourage you to innovate. And I did a recent innovation, and the innovation, I used to do free coaching calls as a way I'd grow my business or I would do a free consult. Some of you do that, and there's nothing wrong with that. And I've done those for years.

38:47

Eric Lofholm

And I decided recently to innovate. And I said, you know what? You know what I want to talk to people about? You know what I want to talk to you about, if you're interested? I want to talk to you about your dream. I want to spend a half an hour with you on Zoom, you and me, one one. And I want to listen to you in a way that you may have never been listened to in your whole life about your dream. And so now, and it's not that I won't do a free coaching call or a free consult, but the direction I'm taking, everything in my business as far as being with somebody like you is a dream session. So I'm gonna offer you a dream session right now and put the link in the chat. And this is a totally unique experience.

39:43

Eric Lofholm

No one's gonna be on that call but you and I. Now, I want to encourage you to give me permission to record your dream session. So why would I want you to do that? So you can have the transcript. See, you can take

that transcript and you can upload it into the AI and you can have the AI help you put a business plan together based on your dream. So if you would like a half an hour of time with me for free, with the purpose of our conversation to be about your dream, then click that link. Now. What is that? That's innovation. That's creativity. That's CRM. Because that dream score is connected to my CRM, that's lead magnet. So I'm role modeling for you, ideas of what you could do. All right, so I got another thing to role model for you.

40:47

Eric Lofholm

I got a little bonus for you guys. So I have a share bonus offer for you guys right now. And the share bonus is on my Facebook. So you go to Facebook and you go to my personal Facebook, which is public. Anybody can view it. And I'm going to put this link in the chat. This is my Facebook page. And what you're going to do if you want to get the share bonus is you're going to scroll down and there's this pin post, and it's. It's this class. It's promoting this class. And all you need to do is come down here and hit the share button. You hit the share button and I'm going to incentivize you. So here it is. Share about this class on social media. You can hit the share button on the post on my personal Facebook page at.

41:41

Eric Lofholm

There's my Facebook page. When you share that post, let people know you're doing this class and encourage them to attend. You can also share the landing page on any social media and this is the landing page that link. After you share that post or after you post about this class with the link to register, send me an email and I'll put this in the chat here in a moment and put March 24th share bonus in the subject line of the email. I will then send you a three hour advanced AI training that I recently did. I broke it down into 30 minute sections. So it's really easy to listen or watch it. It's kind of like content we're talking about today. But it's three hours. It's much more in depth.

42:21

Eric Lofholm

And I'll also give you the transcripts and then you can put the transcripts into the AI. So all you need to do if you want this share bonus, I'm going to put it in the chat is right now. You can click on my Facebook. Just go hit the share button and then send me an email. Hey Eric, I shared your class when you shared. If you want to type a little message, hey, this is really good stuff. You guys gotta check this out or whatever you want to express. So now I'm teaching you something in addition to you getting the share bonus, if you're taking notes, you can jot this in your notes. It's called grease the wheel. Grease the wheel. So what you do in business is you can offer an extra incentive if somebody says yes.

43:12

Eric Lofholm

So super easy, you hit the share button and what am I giving you a class on AI that's already been recorded. It's a great class. Three hours of content edited down into 30 minute sections. I'm going to give you the transcripts all for free. All you have to do is hit the share button. Now let's just see what happened. So I'm going to hit refresh here and we'll just see if anybody did it. All right, we'll come back on that. We'll check on that in a little bit. Okay, so what we're going to do now is we are going to. Let me see if there's anything else I want to do teach you guys right now. Wayne, put the CRM demo link. I might have Already done it, but put it in there again.

44:08

Eric Lofholm

If anybody's interested in learning about the, learning about our CRM with the demo. And what I want to do now, I'm going to conclude today's training and then I'm doing a little bonus section on data pools and I'm going to see if I can make your head explode tomorrow. All new content, but we're going to pivot tomorrow to appointment setting and we're going to do a section on appointment setting. And then on Thursday I want to see if I can make your head explode again. And we're going to do a section on doubling your close ratio. How do you use AI to double your close ratio? Okay, so let's talk about data pools. And I want to tell you guys a very brief story about how I got introduced to this.

45:08

Eric Lofholm

I went to this dinner and it was for one of my wife's friends. She had a, it was a birthday party. And I'm not the most social person. I tend to not be the most social person when it comes to like birthday parties and events like that. And my wife said, look, I'm going to this party, it's Friday night. If you want to come, you can come. If you don't want to come, you don't have to come. And I wanted to go because I want to be with my wife. It wasn't so much that I want to be at the party, it's just that's where my wife was, that's where I want to be. And so I, I am at the end of this big long banquet table and there's these two guys having a conversation.

45:47

Eric Lofholm

And I decided to put myself out there and kind of exert myself into the conversation. And the one guy works at a prison and he's the number two guy in technology for the prison and he starts talking about data lakes. I'm like, data lakes? What's that? He goes, it's a fenced off area of AI. So this is what I inserted. Think of Chat, GPT or Grok or whatever your AI that you use. Think of that as a data ocean, right? It's so big you can't influence the temperature. I can't influence the temperature. You can't influence the cleanliness of the ocean. Now we can debate that. You could say, eric, if it was my life's purpose to clean the ocean, I could influence it. I could move the needle and I'll agree.

46:37

Eric Lofholm

But if it's not your life's purpose, there's very little any of us could ever do to clean up the ocean individually, unless it's our life purpose. But with a lake, or let's go smaller, a pool, some of you have had a pool in your backyard swimming pool, or you have access to a pool or obviously been in a swimming pool at some point you can control the temperature and you could influence the cleanliness. So he said basically if you prompt a data pool, you get a different answer than a, than the data ocean. So let's go to Chat GPT right now, Stop my share and reshare it to make sure it's working properly. So if I type in, write a chapter, write a 400 word chapter for my book called Sales Miracles. The chapter is on closing skills and sales miracles. Write the chapter.

48:02

Eric Lofholm

Okay, so this prompt is in the data ocean and Chat GPT will do exactly what I tell it to. So it's pulling from who knows where, right? All over the place. In other words, that's not me. Nothing. It wrote the chapter, but nothing in there is me. Now I go over into a data pool. In this case, it's a custom GPT. And I'm going to come down here, Sales Miracles book and I'm going to show you what this pool looks like. See the blue squares? That's data. That's data that is specific for my book Sells Miracles. And then this one here sells miracles closing. So if you click on this, what this is, remember I've been talking about transcripts. That's the transcript. That's me doing a group zoom, like the zoom you're in with me right now.

49:17

Eric Lofholm

And I was talking specifically about sales, Miracles and closing. So now I go to my data pool and I say, I give it the same prompt, write a 400. It'll be similar, it won't be exactly the same 400 word chapter on sales miracles and closing. And now this has my influence in here. Okay? It's talking about winging it. I talk about that. Closing is like a recipe. Okay, so I have a client show you another example of this. So that's a custom GPT, that's a data pool. A project is also a data pool. This is my client, Terry. A Chat GPT project allows collaboration. What that means is in the upper right hand corner, if you can see that it says my name. But then look, it says Terry's name. That means Terry's in here with me, just the two of us.

50:54

Eric Lofholm

That means that Terry can upload data into the data pool and I can interact with the data and Terry can interact with the data and we can be in the chat together and I'll show you that in a moment. So in the chat project data pool under sources, this is Terry's data. So what's in here? Terry's book, the PDF to his book, his radio ads, There is a transcript. March 17, Terry Gibson coaching call. Okay, so that's me and Terry. And so what is this data? It's a transcript. So this was a 90 minute coaching call. Okay, so why does that matter? Watch this. Write me four radio ads. It's one of the ways that Terry, he markets his business with radio ads. It's not going to the data ocean, it's not going out to chat GPT.

52:16

Eric Lofholm

It's going to our special fenced off content. This is hours worth of work in seconds. All right, so then let me show you this. This is the first time this ever happened to me. I have a client, his name is John. And I'm helping John become the world's leading expert on mind mapping. He's a brilliant guy. And so if it says jd that means that's him offering it. And if it says el, that's me doing it. And then we got the sources. So this is the first time this ever happened. Right here, John starts chatting with the AI inside of the project. All right, so here's John's prompt, here's the AI response. I can see what John said, I can see what chat said. Then I jumped in. Okay, so John messaged me, hey Eric, can you take a look at my chat?

53:35

Eric Lofholm

So I jumped. This is me, John. This is stated brilliantly. You have athletes that have huge amount of money, blah, blah, blah. So I do that. Then chat responds to me. We're in the chat together. What does this mean? This means that it's now the value in the coaching is 4x to 10x times the value with me delivering the same amount of time as a coach. And there's all of these different applications of the data pool. So what I want you to get from this little data pool explanation, I want you to get that data. Collecting data matters. You can take all your sales scripts, you can take your marketing copy, you can take your brochures, if you have a book, you can upload all that into a data pool and you can interact with the data and it'll produce mind boggling results.

54:35

Eric Lofholm

If you work with a coach or consultant, like strategist like myself, then I can be in there with you and we could do it together. So really powerful ideas. All right, I'm not going to do any. Any questions today. We're going to come back tomorrow. Same time, different content. I invite you to go to hubpagereplay.com and just cruise around this and check it out. Interact with Griffin, play with that, see what that's like. You can request your dream session there. Our CRM demo. We got our survey. We've got the lead generation coach. You can join the Facebook group. Just play with it, have an experience with it. And if you got something out of class today, Typewriter. Yes. In the chat. And if you want to give me any emojis on the.

55:30

Eric Lofholm

On the zoom here to let me know that you, you got value. I need the encouragement just like we all do. Monica, thank you for the emoji. Keith, thank you. George, thank you. All right. Awesome. Joseph says so can we set up a project for each client that we're consulting? Yes, Joseph, every client that you have, you could have your own chatgpt project that they can be in there with you and you guys can interact with each other. This is, in my view, the most significant change in the coaching industry in the 27 years I've been doing this. All right, that's going to wrap it up, guys. Thank you for joining. We'll do it again tomorrow. Talk to you guys later. Bye. Bye.