

Class 1

1

00:00:02.990 --> 00:00:21.159

Eric Lofholm: Good morning, good afternoon, good evening, everyone. This is Eric Lofholm. I want to welcome all of you to the Courage to Call Anyone Challenge Class 1 of 3. And I'm thrilled that you've made the decision to join me and work on a skill that I don't think most people work on.

2

00:00:22.420 --> 00:00:35.109

Eric Lofholm: I think most people, I don't know about you, but just in general, entrepreneurs avoid prospecting. Eric, I don't like doing prospecting, I don't like picking up the phone, I don't like doing the reach-outs, and...

3

00:00:35.150 --> 00:00:45.900

Eric Lofholm: they tend... people tend not to work on this skill, and that's one of the reasons I love teaching it. Because there really should be more classes out there on a skill set

4

00:00:46.580 --> 00:00:49.719

Eric Lofholm: That might be a part of your everyday life.

5

00:00:51.210 --> 00:00:59.679

Eric Lofholm: Even if you're running marketing campaigns to generate leads, there's still time you follow up with the lead, right? If you're delivering a sales presentation.

6

00:00:59.980 --> 00:01:02.510

Eric Lofholm: And they don't buy, we gotta follow up with them.

7

00:01:02.950 --> 00:01:14.059

Eric Lofholm: And sometimes we're doing, I call them, nurture touches, right? You're checking in on people, you're wishing them a happy birthday, that all falls under the category of prospecting.

8

00:01:14.190 --> 00:01:15.860

Eric Lofholm: in my view.

9

00:01:15.880 --> 00:01:37.170

Eric Lofholm: So, let me pull up the notes here, and you guys can find the notes at HubPageReplay.com. Wayne, if you could drop that link in the chat. Wayne Wallace is on my team, he's there in the chat. If you guys need anything, I'm not able to be looking at what you're typing in the chat, because I'm teaching, but Wayne's in there. If you need something, Wayne can support you.

10

00:01:37.750 --> 00:01:56.640

Eric Lofholm: And, I am gonna drop my... I'll put my cell phone on the screen here. If any of you do need to reach me, don't put it in the chat, because I'm not gonna see it, but this is my personal cell phone, this is my email address, eric at ericlawfone.com, and I love hearing from you guys.

11

00:01:56.900 --> 00:02:09.529

Eric Lofholm: I love hearing, you know, your experience in the courses, I love hearing your victories, I love hearing when you declare you're gonna be a success story. If you need to reach me for some reason.

12

00:02:09.789 --> 00:02:29.490

Eric Lofholm: really, really enjoy hearing from you guys. So that's... store me on your cell phone. If you need to reach me for any reason, that's the way that you guys can get ahold of me. Okay, let me just double-check and make sure that we're recording, and we are. Perfect. Alright, we got 129 of you on the call, which is awesome.

13

00:02:29.490 --> 00:02:31.699

Eric Lofholm: What is the purpose of this challenge?

14

00:02:31.890 --> 00:02:33.409

Eric Lofholm: It's really simple.

15

00:02:34.100 --> 00:02:35.550

Eric Lofholm: increase...

16

00:02:36.980 --> 00:02:44.430

Eric Lofholm: your lifetime outreach number. So what does that mean? That means that had you not come to class today, Marcus.

17

00:02:45.070 --> 00:02:55.459

Eric Lofholm: Marie, had you not been in class today? Art, if you weren't here today, you were gonna hit your prospecting lifetime number. Between now and the end of your career, you were gonna hit a certain number.

18

00:02:56.590 --> 00:02:58.509

Eric Lofholm: I want to influence that number.

19

00:02:58.900 --> 00:03:11.790

Eric Lofholm: I want to increase it, so because of just you being in this 3-part class, just being here, your number goes up, whatever your... let's say your current lifetime number, had you not been here, was 1,000.

20

00:03:12.910 --> 00:03:18.440

Eric Lofholm: Okay? I want that number to go to... 1100?

21

00:03:21.520 --> 00:03:27.130

Eric Lofholm: All the way up to an extra 10,000... 100, which would be 11,000.

22

00:03:27.260 --> 00:03:30.720

Eric Lofholm: 11,000. 11, 10,000...

23

00:03:31.080 --> 00:03:42.189

Eric Lofholm: Yeah, if your number was a thou... if you were gonna do 1,000, then if you increase it by 100, it'd be 1100, or if you increase it by 10,000, it'd be 11,000.

24

00:03:43.480 --> 00:03:46.049

Eric Lofholm: So, I want your career stats to change.

25

00:03:46.690 --> 00:03:48.849

Eric Lofholm: And I am confident...

26

00:03:50.120 --> 00:03:56.510

Eric Lofholm: In my part. I'm gonna do my part, I'm gonna give you the tools, the motivation, the inspiration, the real tactics.

27

00:03:56.830 --> 00:04:00.409

Eric Lofholm: I'm gonna deliver on my end. All you gotta do is just deliver on your end.

28

00:04:00.550 --> 00:04:14.370

Eric Lofholm: And, we're gonna have a great, great time. So we're gonna meet here, guys, 3 days in a row, today, tomorrow, and Thursday. 30-minute classes, might go just a little longer, but about 30-minute classes, very, very fast-paced. Today, I'm gonna teach you the system.

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00:04:14.660 --> 00:04:18.539

Eric Lofholm: Tomorrow, we're gonna create prospecting scripts.

30

00:04:19.010 --> 00:04:25.409

Eric Lofholm: And I'm gonna get a little help from AI, tomorrow's gonna be awesome, and then Thursday, we're gonna work on action.

31

00:04:25.710 --> 00:04:30.330

Eric Lofholm: Because a lot of prospecting is just rolling up the sleeves.

32

00:04:30.830 --> 00:04:34.059

Eric Lofholm: It's just like going to the gym and moving those weights around.

33

00:04:34.540 --> 00:04:49.619

Eric Lofholm: Right? You probably know enough about how to exercise that you really don't need a whole lot of training on exercising. You gotta just do it, as Nike says, right? So Thursday, we're gonna be working on action strategies. All of the recordings

34

00:04:49.880 --> 00:05:00.279

Eric Lofholm: will be available at HubPagerelay.com. You guys can check out that page. The notes are already up there for today's class, and that's where you'll be able to find the recordings.

35

00:05:00.810 --> 00:05:08.170

Eric Lofholm: And... Prospecting is a learned skill.

36

00:05:08.350 --> 00:05:24.680

Eric Lofholm: Prospecting is a learned skill. So we're gonna work on our skills today, and I want to go into my story of how do I know how to train you on how to do more prospecting. So this is where my journey began in 1992,

37

00:05:24.750 --> 00:05:34.450

Eric Lofholm: A young Eric Lofholm, age 22 or 23 in this photo. Look at the leads on my desk, guys. We weren't working off of a computer back then.

38

00:05:35.960 --> 00:05:48.970

Eric Lofholm: And I... was not good. I was not good at selling, I was put on quota probation, I struggled for an entire year, and here was the problem that I was having, and maybe some of you can relate.

39

00:05:50.140 --> 00:05:51.300

Eric Lofholm: Anxiety.

40

00:05:52.310 --> 00:05:57.030

Eric Lofholm: when I would do my reach-outs, I felt fear.

41

00:05:58.200 --> 00:06:00.099

Eric Lofholm: I was anxious.

42

00:06:01.270 --> 00:06:07.070

Eric Lofholm: And the only reason I got myself to do it is because it was my job.

43

00:06:08.080 --> 00:06:09.650

Eric Lofholm: But it was a struggle.

44

00:06:11.090 --> 00:06:12.240

Eric Lofholm: Every day.

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00:06:12.790 --> 00:06:14.119

Eric Lofholm: It was a struggle.

46

00:06:14.750 --> 00:06:17.740

Eric Lofholm: For years, it was a struggle.

47

00:06:17.850 --> 00:06:20.979

Eric Lofholm: And then one day, I had a breakthrough.

48

00:06:21.430 --> 00:06:25.889

Eric Lofholm: And the breakthrough had the fear and anxiety leave my body.

49

00:06:26.930 --> 00:06:32.249

Eric Lofholm: To where this morning, when I prospected, the fear and the anxiety was no longer there.

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00:06:33.040 --> 00:06:42.870

Eric Lofholm: And I'm gonna teach it to you guys today. What took me 100,000 reach-outs and over a decade to figure out, I'm gonna teach you in a matter of minutes.

51

00:06:44.180 --> 00:06:51.129

Eric Lofholm: The number one reason that we don't prospect more is fear of rejection.

52

00:06:53.010 --> 00:06:54.820

Eric Lofholm: Where does the fear come from?

53

00:06:55.230 --> 00:07:06.079

Eric Lofholm: So, I've analyzed this, I've thought about this, I've pondered on this, I've meditated on this, I've prayed on this. Where does it come from? It comes from thinking about how the other person's gonna respond.

54

00:07:07.420 --> 00:07:14.690

Eric Lofholm: So, if I think, okay, I'm gonna reach out to this CEO, I'm gonna reach out to this business owner, I'm gonna reach out to this person, whoever.

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00:07:14.900 --> 00:07:18.830

Eric Lofholm: And I think, how are they going to respond?

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00:07:19.120 --> 00:07:21.730

Eric Lofholm: And I think they're probably gonna say no.

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00:07:23.700 --> 00:07:26.330

Eric Lofholm: If I do that, in my head.

58

00:07:26.480 --> 00:07:29.649

Eric Lofholm: Now, I'm in an uphill battle.

59

00:07:30.020 --> 00:07:35.290

Eric Lofholm: Now I'm in a challenge, because I'm in a fight against myself and my own thoughts.

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00:07:37.920 --> 00:07:45.519

Eric Lofholm: The 8th grade graduation dance story is that the very first girl I ever asked out, back in 8th grade.

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00:07:46.090 --> 00:07:48.920

Eric Lofholm: And I remember we had this graduation dance, and...

62

00:07:49.430 --> 00:07:53.849

Eric Lofholm: You didn't have to have a date, but in my head, you had to have a date.

63

00:07:54.060 --> 00:08:05.340

Eric Lofholm: So I worried about... just imagine an 8th grade young Eric Loffam, however old you are, in 8th grade, 12 or 13, or whatever it is, I was, like, nervous about this all year long.

64

00:08:05.950 --> 00:08:12.629

Eric Lofholm: And so it came time to ask somebody out for the dance, and this really popular girl

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00:08:12.830 --> 00:08:16.999

Eric Lofholm: Put the word out through her friends that she wanted me to ask her.

66

00:08:17.190 --> 00:08:19.869

Eric Lofholm: And I wasn't one of the real popular kids.

67

00:08:20.460 --> 00:08:24.710

Eric Lofholm: And I'm like, This doesn't make any sense, because...

68

00:08:24.820 --> 00:08:27.620

Eric Lofholm: She's popular, and she knows it.

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00:08:28.290 --> 00:08:30.870

Eric Lofholm: And I'm not, and I know it.

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00:08:31.550 --> 00:08:44.280

Eric Lofholm: And she knows I'm not, and it doesn't make any sense. Well, of course I wanted to go with her, because she was one of the really popular girls in school, and so one of her friends, like, hey, so-and-so wants you to ask her to the dance, and I'm like...

71

00:08:44.480 --> 00:08:58.079

Eric Lofholm: okay, that's... I don't know what that's about, but I'm not gonna ask her. That was, like, really scary to me. And then, a day or two later, another one of her friends said, you know, so-and-so wants you to ask her to the dance, and it started giving me some confidence.

72

00:08:58.780 --> 00:09:07.200

Eric Lofholm: And so I remember this one Friday afternoon, after school, I asked her to the dance. And she said yes!

73

00:09:07.470 --> 00:09:09.429

Eric Lofholm: And I skipped all the way home.

74

00:09:09.570 --> 00:09:15.420

Eric Lofholm: I mean, to this day, one of the peak experiences of my life.

75

00:09:16.390 --> 00:09:24.790

Eric Lofholm: And that was on Friday, and then on Monday or Tuesday, one of her friends came up to me and said, so-and-so doesn't want to go to the dance with you anymore.

76

00:09:25.620 --> 00:09:31.609

Eric Lofholm: And that was one of the most painful experiences of my life. It was so painful.

77

00:09:32.400 --> 00:09:33.979

Eric Lofholm: I didn't date in high school.

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00:09:35.950 --> 00:09:38.549

Eric Lofholm: And you see, we have these experiences.

79

00:09:38.670 --> 00:09:46.569

Eric Lofholm: That... that was traumatic for me. Now, I don't know if you've had traumatic experiences like that, but you've had experiences of rejection, and it doesn't feel good.

80

00:09:46.720 --> 00:09:51.309

Eric Lofholm: Right? So now, we need to prospect, and we've had these experiences.

81

00:09:51.580 --> 00:10:01.879

Eric Lofholm: Now, this is a quote from Chris Gardner. The reason Will Smith's in the photo, for the Chris Gardner quote, is Will Smith starred as Chris Gardner in the movie Pursuit of Happiness.

82

00:10:02.670 --> 00:10:05.400

Eric Lofholm: And this is a quote, if you want something, go get it, period.

83

00:10:05.790 --> 00:10:08.920

Eric Lofholm: So this is how I think about prospecting.

84

00:10:09.670 --> 00:10:13.390

Eric Lofholm: I want that person as a client, I'm gonna reach out to them.

85

00:10:13.630 --> 00:10:20.920

Eric Lofholm: I want that person to book an appointment with me, I'm gonna reach out to them. I want that person to do a joint venture with me, I'm gonna reach out to them.

86

00:10:21.820 --> 00:10:26.660

Eric Lofholm: I wanted the great Jay Abraham to team-teach with me at one of my seminars.

87

00:10:27.720 --> 00:10:31.539

Eric Lofholm: And I reached out to him, and he said, yes!

88

00:10:32.270 --> 00:10:44.370

Eric Lofholm: That was a bucket list experience. The great Jay Abraham, some of you know that name. He's a legend in my world of marketing and sales, and I got the opportunity to team teach with Jay twice!

89

00:10:45.090 --> 00:10:48.960

Eric Lofholm: Because I reached out. But where does the courage come from? We're gonna get into that.

90

00:10:51.140 --> 00:11:03.900

Eric Lofholm: Robert Shuler, some of you know that name, Hour of Power. I studied Robert Shuler, and when he began to preach in Orange County, when he first got started out, he didn't have that Crystal Cathedral. Some of you are familiar with the Crystal Cathedral.

91

00:11:04.000 --> 00:11:12.939

Eric Lofholm: You know where he started off as... does anybody know, just type in the chat if you know, what was Robert Jeweler's first church? His first church, guys...

92

00:11:13.940 --> 00:11:15.490

Eric Lofholm: Drive-in movie theater.

93

00:11:16.200 --> 00:11:30.130

Eric Lofholm: He used to preach on the snack bar roof at the drive-in movie theater. And how he got people to come to church? He door-knocked. And in his book, My Journey, he said his first year he was in Orange County, he door-knocked 3,000 doors.

94

00:11:30.940 --> 00:11:44.979

Eric Lofholm: And he talked to people about, did they go to church, and if they didn't, and if they would... what would they want in church if they went? And if they didn't go to church, he'd invite them, and he said dogs chased him, and people cursed at him, and people called him a religious freak.

95

00:11:45.240 --> 00:11:49.369

Eric Lofholm: But, every day he knocked the doors, every week, more cars showed up.

96

00:11:53.060 --> 00:12:05.380

Eric Lofholm: Robert Shuler was asked to preach to the country of Russia, one of the only people from the West ever asked to go over to Russia. He was on the major... they had 3 TV channels at the time.

97

00:12:05.790 --> 00:12:12.540

Eric Lofholm: And he became this mega-famous guy, And... It was prospecting outreach.

98

00:12:14.270 --> 00:12:17.079

Eric Lofholm: But what gave him the courage to do it? We're gonna explore that.

99

00:12:17.980 --> 00:12:24.709

Eric Lofholm: If I anticipate how the other person is going to respond, I will likely feel fear.

100

00:12:25.380 --> 00:12:35.640

Eric Lofholm: So, if I'm thinking, I'm gonna ask this person to book an appointment, or a joint venture, I'm gonna ask Jay Abraham to come and speak at my event, if I anticipate how they're gonna respond, I'm probably gonna feel fear.

101

00:12:35.910 --> 00:12:55.009

Eric Lofholm: The rhythm of prospecting. Always remember what I'm about to tell you. This is the rhythm. It's true for you as it is for me. The rhythm of prospecting, you reach out to somebody and they say no, and you reach out to another person and they say no, and you reach out to another person, it's no, no, no, no, no, no, yes.

102

00:12:56.970 --> 00:12:59.829

Eric Lofholm: It's like a video game pattern. We're all faced with it.

103

00:13:00.150 --> 00:13:04.700

Eric Lofholm: So we're all smart people. So you're imagining

104

00:13:05.010 --> 00:13:09.570

Eric Lofholm: okay, I'm gonna reach out to this person, how are they gonna respond?

105

00:13:10.030 --> 00:13:11.959

Eric Lofholm: They're probably gonna say no!

106

00:13:13.250 --> 00:13:17.180

Eric Lofholm: Because the pattern is no, no, no, no, no, no, yes!

107

00:13:17.830 --> 00:13:20.770

Eric Lofholm: Statistically, the odds are against us.

108

00:13:21.490 --> 00:13:24.889

Eric Lofholm: So, if I'm afraid of rejection, do you see the problem?

109

00:13:25.370 --> 00:13:30.920

Eric Lofholm: I'm fearing rejection, but then the majority of the time, they're gonna say no, or they're gonna ghost me, which means they ignore you.

110

00:13:31.870 --> 00:13:35.550

Eric Lofholm: So... We gotta change the thinking.

111

00:13:36.580 --> 00:13:48.449

Eric Lofholm: When we're doing the reach-outs, and this is in the notes, by the way, you can find the notes at hubPageReplay.com. Wayne, if you can drop the link in the chat, if you guys need to reach me.

112

00:13:49.030 --> 00:14:04.859

Eric Lofholm: You can do it through Wayne. Wayne is on my team, he's my business partner in one of our projects, and he works closely with me, and he's managing the chat. So, HubPageReplay.com, guys, that's where you can find the notes, and what's on the screen is in the notes on the page.

113

00:14:05.540 --> 00:14:17.890

Eric Lofholm: So, when we're talking about reaching out, we're talking about email, text, social media, DMs, phone call, or in person. If you said to me, Eric, I don't really like doing phone calls.

114

00:14:17.910 --> 00:14:35.819

Eric Lofholm: Right? Is there anybody on this call, other than me, you don't really like doing phone calls? If that's you, just type the word yes to the chat. If phone calling is not your favorite, okay? Just type the word yes to the chat. I'm gonna type the word yes to the chat, because honestly, phone calling is not my favorite, guys.

115

00:14:36.660 --> 00:14:40.759

Eric Lofholm: Okay? Gina got it, outdoor movie theater, Gina, that's awesome!

116

00:14:41.210 --> 00:14:42.590

Eric Lofholm: That you knew that.

117

00:14:43.700 --> 00:14:45.240

Eric Lofholm: Great to see you, Gina.

118

00:14:45.970 --> 00:14:52.420

Eric Lofholm: Okay, so... Here's... here's the issue. If prospecting

119

00:14:53.360 --> 00:14:58.010

Eric Lofholm: is... let me get my notes here... okay, hang on, I lost my...

120

00:14:58.650 --> 00:15:02.719

Eric Lofholm: I lost my slide deck, so let me go figure out where my slide deck is.

121

00:15:04.300 --> 00:15:08.699

Eric Lofholm: Oh, I'm on, yeah, I want my slide deck, that's what I want.

122

00:15:09.800 --> 00:15:14.570

Eric Lofholm: Okay, pull it up here... Courage to call anybody challenge...

123

00:15:14.780 --> 00:15:16.960

Eric Lofholm: There, okay, now I found it.

124

00:15:17.910 --> 00:15:24.850

Eric Lofholm: Okay. So, if I'm coaching you, and you're like, Eric, phone calls is not my cup of tea.

125

00:15:25.420 --> 00:15:26.850

Eric Lofholm: You know what I tell you?

126

00:15:28.370 --> 00:15:30.290

Eric Lofholm: Then do it electronically!

127

00:15:31.430 --> 00:15:35.479

Eric Lofholm: All my prospecting this morning was done electronic. I didn't call anybody.

128

00:15:38.200 --> 00:15:41.900

Eric Lofholm: I had one call... let me see if this is it.

129

00:15:43.910 --> 00:15:49.650

Eric Lofholm: I had a call... that I accidentally dialed.

130

00:15:54.540 --> 00:16:07.119

Eric Lofholm: Yeah, this is funny. I had a butt dial. I accidentally dialed somebody, and then they called me back. That was my only call. It was an accidental call. But he called back, which is cool.

131

00:16:07.780 --> 00:16:20.480

Eric Lofholm: If you're like, Eric, I'm not really about phone calls, then just do it electronically, which is email, text, direct message on social media. And by the way, if you were prospecting me, I'd rather have you text me.

132

00:16:20.950 --> 00:16:23.530

Eric Lofholm: Or send me a DM, or email me.

133

00:16:24.130 --> 00:16:28.419

Eric Lofholm: So, electronics, very, very effective. I'm not telling you don't call.

134

00:16:29.270 --> 00:16:33.170

Eric Lofholm: But, if you're struggling calling, then just do it another way.

135

00:16:34.760 --> 00:16:38.200

Eric Lofholm: Different types of reach-outs. So, inviting.

136

00:16:38.480 --> 00:16:43.420

Eric Lofholm: this call that you're on with me right now, I did over 300

137

00:16:43.790 --> 00:16:54.730

Eric Lofholm: One-to-one invites. Some of you might be here because you received a personal invitation from me. Okay, that's one type of a reach-out. You're reaching out to book an appointment.

138

00:16:55.420 --> 00:16:59.659

Eric Lofholm: Right? Another type of reach out. You're doing a follow-up with somebody.

139

00:16:59.880 --> 00:17:02.830

Eric Lofholm: Another type of reach out. Nurture touch.

140

00:17:03.470 --> 00:17:08.379

Eric Lofholm: Nurture touch is you're nurturing the relationship.

141

00:17:10.210 --> 00:17:13.449

Eric Lofholm: Right? Like, I'll do a nurture touch with my wife right now.

142

00:17:13.640 --> 00:17:28.670

Eric Lofholm: Because we have these really wonderful ways that we text with each other, we're very loving with each other, and so I'm gonna text my wife right now, and I'm just gonna text her, I love you. Okay? So I just sent her that text, that's a nurture touch.

143

00:17:29.700 --> 00:17:34.310

Eric Lofholm: Alright? So you can do that with your clients, you can do that with your prospects.

144

00:17:36.440 --> 00:17:53.139

Eric Lofholm: And then another type of touch is when you're going to make a sale. Different types of reach out. Alright, so let's get rid of the fear. Let's create the possibility of having that fear disappear, the anxiety leave your body. Instead of focusing on how they're gonna respond.

145

00:17:53.770 --> 00:17:57.290

Eric Lofholm: Focus on your Activity.

146

00:17:59.980 --> 00:18:02.560

Eric Lofholm: So this is the mantra.

147

00:18:03.090 --> 00:18:09.660

Eric Lofholm: The understanding of this changed everything for me, and I'm gonna put this in the chat here.

148

00:18:13.340 --> 00:18:16.120

Eric Lofholm: When I prospect, I win.

149

00:18:17.310 --> 00:18:19.990

Eric Lofholm: Pat myself on the back, be my number one cheerleader.

150

00:18:20.470 --> 00:18:22.570

Eric Lofholm: When I booked the appointment.

151

00:18:22.780 --> 00:18:37.140

Eric Lofholm: or I invite and I get the yes, or I follow up to close the sale, and I close the sale. When I get the yes, I double win. So when I prospect, I win. When I book the appointment, I double win, I win no matter what.

152

00:18:38.080 --> 00:18:46.870

Eric Lofholm: So I gamify my prospecting, and my game is 25 or more reach-outs Monday through Friday.

153

00:18:47.210 --> 00:18:55.769

Eric Lofholm: And it doesn't mean I don't prospect on Saturday, and it doesn't mean I don't prospect on Sunday. It means my game, my agreement with myself.

154

00:18:56.260 --> 00:19:00.009

Eric Lofholm: is 25 or more Monday through Friday.

155

00:19:00.210 --> 00:19:02.910

Eric Lofholm: So, let's say today, I do it.

156

00:19:03.540 --> 00:19:06.390

Eric Lofholm: And I do 25 reach-outs. It's 25 wins.

157

00:19:06.740 --> 00:19:12.309

Eric Lofholm: 25 wins, and let's say I book 4 appointments, or I get 4 yeses, it's 4 double wins.

158

00:19:12.790 --> 00:19:16.019

Eric Lofholm: And let's say 18 people ghost me.

159

00:19:17.400 --> 00:19:18.920

Eric Lofholm: There's no loss.

160

00:19:19.950 --> 00:19:29.560

Eric Lofholm: Let's say 3 people say, don't contact me again, or somebody hangs up on me, or whatever. There's no loss, because I'm creating the rules in my mind.

161

00:19:30.050 --> 00:19:34.649

Eric Lofholm: I'm in charge of my thoughts. My game is, when I prospect I win.

162

00:19:34.980 --> 00:19:38.249

Eric Lofholm: When I book the appointment, I double win, I win no matter what. Now.

163

00:19:38.380 --> 00:19:44.609

Eric Lofholm: I do a lot of one-on-one coaching, and I love doing it, and sometimes somebody like you will be on a one-on-one call with me.

164

00:19:45.160 --> 00:19:48.420

Eric Lofholm: And you'll say, Eric, I'm hard on myself.

165

00:19:50.180 --> 00:19:52.980

Eric Lofholm: Or, Eric, I am my harshest critic.

166

00:19:54.450 --> 00:19:58.660

Eric Lofholm: Those are special statements. They're called declarations.

167

00:19:59.930 --> 00:20:04.520

Eric Lofholm: What you're declaring is driving the bus on your action.

168

00:20:06.140 --> 00:20:09.689

Eric Lofholm: Action? What's upstream from action is results.

169

00:20:09.940 --> 00:20:16.009

Eric Lofholm: What's upstream from results is thought or language. What's upstream from thought or language is being.

170

00:20:17.020 --> 00:20:24.210

Eric Lofholm: So your being is driving the bus, and when we're declaring something, we're calling forth a state of being.

171

00:20:24.780 --> 00:20:27.109

Eric Lofholm: Like, I don't like prospecting.

172

00:20:27.850 --> 00:20:29.320

Eric Lofholm: That's a declaration.

173

00:20:29.820 --> 00:20:39.470

Eric Lofholm: So that's up here, and so I don't like prospecting. That declaration is influencing your language, which is influencing your actions, which is influencing your results.

174

00:20:41.220 --> 00:20:45.510

Eric Lofholm: So if you declare, I am inconsistent with my prospecting.

175

00:20:46.370 --> 00:20:51.940

Eric Lofholm: I'm calling forth that state of being, I'm saying I want my outer world to match my inner world.

176

00:20:52.640 --> 00:20:59.049

Eric Lofholm: what you're declaring is driving the bus. So I declare, I do 25 or more reach-outs Monday through Friday.

177

00:21:01.150 --> 00:21:10.329

Eric Lofholm: I'm over here, I'm looking over here at doing the activity. I'm not looking over here at how they're gonna respond.

178

00:21:11.610 --> 00:21:19.299

Eric Lofholm: And by looking over here, in my experience, the fear and anxiety, 98% left my body.

179

00:21:20.230 --> 00:21:26.329

Eric Lofholm: And so now, my job, I'm gonna do my 25 reach-outs, or more, this is my focus, this is what I'm gonna go do.

180

00:21:28.020 --> 00:21:32.049

Eric Lofholm: And so we're gonna try this here in just a moment.

181

00:21:32.210 --> 00:21:34.950

Eric Lofholm: Alright, let me share my screen again.

182

00:21:36.430 --> 00:21:39.990

Eric Lofholm: And... okay, we're gonna go back to the Word doc.

183

00:21:43.310 --> 00:21:46.549

Eric Lofholm: So here is how simple prospecting can be.

184

00:21:47.330 --> 00:21:51.860

Eric Lofholm: Inviting to a group Zoom, like the one you're on with me right now. If any of you do group Zoom.

185

00:21:52.090 --> 00:21:55.579

Eric Lofholm: One way to get people to show up is you do a one-to-one invite.

186

00:21:57.230 --> 00:22:01.650

Eric Lofholm: Another type of prospecting outreach could be following up with somebody.

187

00:22:02.360 --> 00:22:06.999

Eric Lofholm: Another one could be sending an encouraging message to somebody, like what I sent to my wife.

188

00:22:07.450 --> 00:22:19.299

Eric Lofholm: Send it to your family members, send it to your kids. If you have a VA that works with you, if you have a business partner, you send a little message, say, I just want you to know I appreciate you being my business partner.

189

00:22:20.320 --> 00:22:24.190

Eric Lofholm: Okay? In my world, that's a prospecting outreach.

190

00:22:25.060 --> 00:22:36.079

Eric Lofholm: Thanking somebody for a recent meeting you had. Maybe you had a meeting with somebody this morning. Send them a text, or an email, or DM on social media. Hi, Mary, thank you for your time this morning. I really enjoyed being with you.

191

00:22:36.900 --> 00:22:39.559

Eric Lofholm: In my world, that's a prospecting outreach.

192

00:22:39.660 --> 00:22:45.369

Eric Lofholm: It's not just cold calls, okay? Following up with a person you met at a networking event.

193

00:22:45.860 --> 00:22:49.369

Eric Lofholm: Booking an appointment. Those are all outreaches.

194

00:22:50.080 --> 00:22:51.160

Eric Lofholm: So...

195

00:22:53.090 --> 00:23:01.890

Eric Lofholm: We're gonna play a game right now. You're in my world. We're gonna play a game called... Prospect 3 People in the Next 7 Minutes.

196

00:23:02.040 --> 00:23:04.200

Eric Lofholm: That's the only instruction I'm giving you.

197

00:23:05.250 --> 00:23:08.189

Eric Lofholm: We're gonna play... now listen, there's no pressure here.

198

00:23:09.340 --> 00:23:11.779

Eric Lofholm: Right? You don't have to do this.

199

00:23:13.160 --> 00:23:15.349

Eric Lofholm: But it is an invitation.

200

00:23:16.300 --> 00:23:23.840

Eric Lofholm: It's an invitation For you, To reach out to 3 people in the next 7 minutes.

201

00:23:24.200 --> 00:23:33.250

Eric Lofholm: And if you don't reach out to three, maybe you reach out to 1, and if you don't reach out to one... if you reach out to 1, maybe you do two, and maybe you do three. And there might be, shoot, there might be one of you that does seven!

202

00:23:33.770 --> 00:23:36.080

Eric Lofholm: And there might even be somebody that does 15.

203

00:23:36.320 --> 00:23:42.160

Eric Lofholm: We're gonna find out! So, right now it's 1126, you have until 11.33.

204

00:23:42.730 --> 00:23:46.869

Eric Lofholm: We're gonna play a game called, Reach Out to Three People in the Next 7 Minutes.

205

00:23:47.010 --> 00:23:52.259

Eric Lofholm: I'm gonna go silent, go ahead and do that for me now, and we'll see you guys back here in 7 minutes.

206

00:25:24.490 --> 00:25:30.980

Eric Lofholm: You guys are doing great! We've got 5 minutes left, 4 and a half to five minutes, keep going, you're doing great!

207

00:26:39.220 --> 00:26:46.759

Eric Lofholm: Okay, we've got about 3 more minutes. See if you can do at least 1 more, maybe 2, possibly even 3. You're doing great, keep going!

208

00:27:37.260 --> 00:27:42.160

Eric Lofholm: Got about 2 more minutes. See if you can do one more, maybe even 2 more.

209

00:28:18.480 --> 00:28:21.820

Eric Lofholm: 90 more seconds, see if you can do at least one more.

210

00:29:05.630 --> 00:29:08.410

Eric Lofholm: See if you can do one more.

211

00:29:40.000 --> 00:29:50.689

Eric Lofholm: Alrighty, welcome back. Hey, type into the chat how many reach-outs did you do?

212

00:29:51.120 --> 00:29:54.809

Eric Lofholm: Put that number in the chat for those of you that did it. Also.

213

00:29:55.990 --> 00:30:13.910

Eric Lofholm: Did anybody get a response? If you got a response, put it in the chat, I did. Did anybody book an appointment? If you booked an appointment, put that in the chat as well. Let's take a look at what's going on in our chat here, what's been... what's been happening. Okay, Judy did 2 reach-outs.

214

00:30:15.110 --> 00:30:21.400

Eric Lofholm: Marie got a response, Krista booked an appointment.

215

00:30:21.690 --> 00:30:24.800

Eric Lofholm: Bob did 2, Thomas did 3,

216

00:30:25.370 --> 00:30:33.390

Eric Lofholm: Nazir got a response. Elizabeth got a response! Lynn did 5 reach-outs and got a response!

217

00:30:34.260 --> 00:30:36.679

Eric Lofholm: Christina did 2 reach-outs.

218

00:30:36.800 --> 00:30:39.419

Eric Lofholm: YvetteDid4 got a response.

219

00:30:40.300 --> 00:30:42.419

Eric Lofholm: Zoom user did 7,

220

00:30:43.120 --> 00:30:55.700

Eric Lofholm: Sandra says, yes, yes, yes, Renee did 1, Urban did 1 and got a response, Wendy did 10 reach-outs got a response, Kirk did 7, Ed did 2, Jerry did 2.

221

00:30:56.810 --> 00:31:05.719

Eric Lofholm: Diane did 1, Rachel did 5, Larry did 2, booked an appointment! Larry booked an appointment. Chris got a response. Look at this, guys!

222

00:31:07.450 --> 00:31:10.499

Eric Lofholm: Look at what happened! And that was just in a few minutes!

223

00:31:14.900 --> 00:31:18.040

Eric Lofholm: That was just in a few minutes, guys. See, this is the power.

224

00:31:18.310 --> 00:31:21.520

Eric Lofholm: This is the power that you have. This is part of my gifting.

225

00:31:22.000 --> 00:31:27.000

Eric Lofholm: Part of my gifting is just saying, do this, and then people just do it, which I love.

226

00:31:27.370 --> 00:31:42.700

Eric Lofholm: Right? Because it's supporting you, and what are we here? We're here to prospect. And if that was easy, guys, if what you just experienced was easy, just type in the

chat, like, the staple thing. That was easy, just type, that was easy, if that was your experience.

227

00:31:44.300 --> 00:31:45.240

Eric Lofholm: Right?

228

00:31:46.830 --> 00:31:48.780

Eric Lofholm: Look at all the easies, guys!

229

00:31:51.460 --> 00:31:56.800

Eric Lofholm: So, we've got a couple more things I want to share, and then we're gonna open up the call for Q&A.

230

00:31:58.130 --> 00:32:03.839

Eric Lofholm: This is Class 1. We got 2 more classes. Tomorrow... We're gonna work on scripts.

231

00:32:04.360 --> 00:32:06.009

Eric Lofholm: And that's gonna be an awesome class.

232

00:32:06.270 --> 00:32:08.720

Eric Lofholm: And then Thursday, we're gonna work on action.

233

00:32:09.400 --> 00:32:24.100

Eric Lofholm: And what I want to do now is I want to share with you something that I regularly do, and it's our share bonus. Alright? So, if you go to my personal Facebook page.

234

00:32:24.400 --> 00:32:26.330

Eric Lofholm: Which is this one right here.

235

00:32:26.840 --> 00:32:33.740

Eric Lofholm: You're gonna see... My top poster, I'm gonna pin it to the very top of my Facebook.

236

00:32:34.030 --> 00:32:35.450

Eric Lofholm: And it says...

237

00:32:35.730 --> 00:32:45.339

Eric Lofholm: 523 people are registered for the Courage to Call Anyone Challenge. The class is for everybody who wants to do more reach-outs, the class that gives the dates, and then a link to sign up.

238

00:32:45.930 --> 00:32:50.039

Eric Lofholm: If you'll go to my personal Facebook, which I'm gonna drop in the chat.

239

00:32:53.030 --> 00:33:11.269

Eric Lofholm: If you'll hit the share button. Now, you don't have to do this piece of it, but it'd be cool if you did. If you'll hit the share button, and then do a little post, like, I'm doing this class with Eric, it's great! I'm learning a lot about prospecting. If you need help with prospecting, you know, come and check it out. Whatever you'd... however you would express it, right?

240

00:33:11.660 --> 00:33:16.340

Eric Lofholm: So, if you'll share that, I'm gonna offer you an incentive.

241

00:33:17.010 --> 00:33:24.419

Eric Lofholm: And the incentive is... I built an AI manifesting coach.

242

00:33:24.940 --> 00:33:28.879

Eric Lofholm: And the way it works is, it's on ChatGPT,

243

00:33:29.020 --> 00:33:34.499

Eric Lofholm: It's a special coach I built, and you go to the link, And then you,

244

00:33:34.900 --> 00:33:47.180

Eric Lofholm: you click on Start My Manifesting Plan, and it will guide you through a manifesting experience. It's really cool. It's, like, awesome. And I'm gonna give it to you for free, so here's how you get it for free.

245

00:33:47.400 --> 00:33:51.260

Eric Lofholm: You either share my post, Or...

246

00:33:51.830 --> 00:33:56.649

Eric Lofholm: you can get the registration link for this class, which is this link here I'm gonna put in the chat.

247

00:33:58.280 --> 00:34:16.829

Eric Lofholm: And you could share that link on any social media. You could put it on Twitter, X, you could put it on Instagram, whatever. You can do a little YouTube video if you're a YouTube person, you can put it on LinkedIn, just do a little post, hey, I'm doing this class with Eric Lothholm, tag me if you want, and encourage people to come and experience what you just experienced.

248

00:34:17.570 --> 00:34:20.940

Eric Lofholm: So if you'll hit the share button on Facebook.

249

00:34:21.130 --> 00:34:28.469

Eric Lofholm: Or, share it on social media, and then I need you to let me know you did it. And the way you let me know is you send me an email.

250

00:34:29.290 --> 00:34:31.240

Eric Lofholm: Eric at EricOffHome.com.

251

00:34:31.340 --> 00:34:33.600

Eric Lofholm: You send me an email, Eric, I shared it.

252

00:34:34.400 --> 00:34:35.750

Eric Lofholm: And then...

253

00:34:36.320 --> 00:34:43.659

Eric Lofholm: I'm gonna... myself or my team will send you the AI Manifesting Coach. You'll have that coach for the rest of your life.

254

00:34:44.070 --> 00:34:49.019

Eric Lofholm: Alright, now... I'm gonna be making an offer...

255

00:34:49.940 --> 00:35:09.569

Eric Lofholm: to coach with me on Thursday. And I'm just gonna lightly mention the offer right now, and I'm gonna give you a little extra incentive if you'd like to take advantage of this offer. Some of you already have the offer, it's called Gold Protege. Some of you are already Gold Protege members, and so what we're doing this week

256

00:35:10.260 --> 00:35:14.519

Eric Lofholm: is we're offering a special on Gold Protege.

257

00:35:14.670 --> 00:35:22.409

Eric Lofholm: And I'm gonna give you a link, and it'll tell you all about the program. And Gold Protege, it's a \$3,000 value.

258

00:35:23.070 --> 00:35:27.419

Eric Lofholm: And we're offering it during the challenge for \$497.

259

00:35:27.890 --> 00:35:32.360

Eric Lofholm: Or 12 payments of 50. Same program, just 2 different ways to do it.

260

00:35:32.970 --> 00:35:39.749

Eric Lofholm: And then we're also offering, in addition to a discount for the program, if you sign up during the challenge, lifetime membership.

261

00:35:40.120 --> 00:35:43.960

Eric Lofholm: So that means no additional fees or dues, you pay one time.

262

00:35:44.410 --> 00:35:50.500

Eric Lofholm: And then lastly, if you order... By Wednesday at noon.

263

00:35:51.150 --> 00:35:54.279

Eric Lofholm: I'm gonna give you an hour of one-on-one coaching with me.

264

00:35:54.810 --> 00:35:57.429

Eric Lofholm: And this is the link to order.

265

00:35:57.570 --> 00:36:02.409

Eric Lofholm: And it explains all about the program on the website. It's EliteSalesTraining.com.

266

00:36:03.820 --> 00:36:11.750

Eric Lofholm: And what you're getting... I'm not gonna go through the whole offer right now, I'm just gonna lightly mention it, and then we'll do a little Q&A here. You're getting...

267

00:36:12.340 --> 00:36:15.549

Eric Lofholm: Four courses for the price of one.

268

00:36:16.030 --> 00:36:24.149

Eric Lofholm: So, you just did prospecting with me, right? We have 2 more classes as part of this. Well, every Friday.

269

00:36:24.720 --> 00:36:43.439

Eric Lofholm: For Gold Protege members, we have a 15-minute prospecting training. So it's an opportunity for you to get in my energy, for me to help motivate you, to develop your prospecting skills, so you get lifetime access to Prospecting Mastery. Plus, there's a special prospecting AI coach.

270

00:36:44.130 --> 00:36:58.610

Eric Lofholm: And then you get my Sales Scripting Mastery course. Lifetime membership, and you get the AI coach for that. Then, you get our weekly AI training, and I'm teaching you all these new, cool stuff I'm learning with AI. If you want to get better at AI, you get that course for free.

271

00:36:59.110 --> 00:37:18.030

Eric Lofholm: And then we have sales and social media training. You get all... you don't have to pick. You get all 4, it's \$50 a month for 12 months, and then it goes to lifetime membership. And then, if you order today by 6, instead of giving you that hour bonus for ordering by Wednesday, I'm gonna give you 90 minutes.

272

00:37:18.480 --> 00:37:23.429

Eric Lofholm: Okay? So, if you, if you decide, like, if you just go order right now.

273

00:37:23.850 --> 00:37:34.219

Eric Lofholm: You're gonna get this special, plus you're gonna get 90 minutes of one-on-one coaching with me, and I'm looking forward to helping any of you that would like my help on that.

274

00:37:34.460 --> 00:37:36.900

Eric Lofholm: Alright, we're gonna do one other...

275

00:37:37.230 --> 00:37:41.960

Eric Lofholm: Training piece, and then we're gonna open up the call for shares.

276

00:37:42.100 --> 00:37:53.470

Eric Lofholm: And I want to teach you guys an idea about follow-up, because prospecting is one of the things we can do with follow-up, and I'm gonna tell you guys, I think it's a funny story. It's a funny story about Denise Richards.

277

00:37:54.280 --> 00:37:55.370

Eric Lofholm: who...

278

00:37:55.370 --> 00:38:18.769

Eric Lofholm: was my crush growing up, and probably, you know, lots and lots of kids my age's crushed. Denise Richards, famous movie star, married to Charlie Sheen, and I was at the grocery store one day, and I literally saw this magazine as you're, you know, you're just scrapping your groceries, and so I thought, you know, I'd pick up the magazine to read the articles, and so I'm reading the article about Denise Richards.

279

00:38:18.820 --> 00:38:23.899

Eric Lofholm: And she said... She's talking about Charlie Sheen.

280

00:38:24.450 --> 00:38:29.659

Eric Lofholm: Who she married. When the two met again, it seemed that the attraction was undeniable.

281

00:38:29.810 --> 00:38:34.139

Eric Lofholm: I pursued him, Denise admits, not to sound arrogant or anything.

282

00:38:34.580 --> 00:38:37.610

Eric Lofholm: But I could tell he was interested.

283

00:38:39.190 --> 00:38:55.230

Eric Lofholm: I'll never forget talking to my sister on the phone. I was like, I don't understand. I know he likes me, but he won't ask me out. I think he was nervous or unsure. So I finally put it out there, and then I left it up to him, she says.

284

00:38:55.230 --> 00:39:00.689

Eric Lofholm: Well, not entirely. I followed up by calling him first.

285

00:39:01.230 --> 00:39:07.550

Eric Lofholm: Ladies and gentlemen, If Denise Richards... Has to follow up.

286

00:39:08.060 --> 00:39:19.700

Eric Lofholm: You have to follow up. When I read that, I'm like, I gotta buy this magazine and share this in my sales classes, because I just thought that was so funny.

287

00:39:20.410 --> 00:39:30.579

Eric Lofholm: Because we're not, you know, a fashion model like Denise Richards, and so I want to show you what I call the \$50,000 idea.

288

00:39:30.700 --> 00:39:40.050

Eric Lofholm: And it's follow-up, follow-up, follow-up, till they buy or die. So, this is a screenshot of a direct message

289

00:39:40.550 --> 00:39:43.900

Eric Lofholm: Where I was following up with a person named Bishal.

290

00:39:44.250 --> 00:39:47.259

Eric Lofholm: And be sure to express interest in coaching with me.

291

00:39:47.540 --> 00:40:05.049

Eric Lofholm: And so, we're doing this over a Facebook DM, and I send him the one message, that's in November of 2023, and then notice he doesn't respond. Blue's me, and then white would be him, or whatever the color is that's him. So, I message him once, twice, three times on the screen here.

292

00:40:06.500 --> 00:40:08.830

Eric Lofholm: No responses. What would you do?

293

00:40:10.580 --> 00:40:16.590

Eric Lofholm: Somebody expresses interest in doing business with you, you follow it up 3 times, and they ghost you all 3 times. What would you do?

294

00:40:17.300 --> 00:40:23.260

Eric Lofholm: Well, my philosophy, this is called the \$50,000 idea, is to follow up, follow up, follow up, till they buy or die.

295

00:40:24.030 --> 00:40:26.769

Eric Lofholm: So... I keep going.

296

00:40:27.110 --> 00:40:37.560

Eric Lofholm: I message him on the 16th of December. No response. The 21st? Are you still interested in coaching? No response. December 27th? Are you still interested in coaching? No response.

297

00:40:37.700 --> 00:40:41.040

Eric Lofholm: So now I'm 6, 6, reach-outs.

298

00:40:42.080 --> 00:40:45.720

Eric Lofholm: 7, 8, 9, 10... 11 reach-outs, guys.

299

00:40:47.060 --> 00:40:49.070

Eric Lofholm: He's ghosted me all... what would you do?

300

00:40:49.180 --> 00:40:52.569

Eric Lofholm: Somebody's ghosting you 11 times, what would you do?

301

00:40:53.400 --> 00:40:57.440

Eric Lofholm: Follow up, follow up, follow up until they buy or die. So I keep at it.

302

00:40:57.730 --> 00:41:00.269

Eric Lofholm: On the 14th, he finally responded.

303

00:41:00.980 --> 00:41:09.870

Eric Lofholm: And then notice, fault, fault, fault, he didn't... he continued to ghost me. I eventually got that appointment run. Now, he did not buy it from me yet.

304

00:41:10.070 --> 00:41:16.630

Eric Lofholm: But I actually got the appointment only because of my persistence. I've closed a lot of deals.

305

00:41:16.810 --> 00:41:18.210

Eric Lofholm: With this mindset.

306

00:41:18.620 --> 00:41:27.169

Eric Lofholm: I do not focus on them ghosting me or how they respond. I focus on my activity. By me showing you

307

00:41:28.690 --> 00:41:33.430

Eric Lofholm: My commitment and follow-up. Now, do I follow up with everybody at that level of commitment? No.

308

00:41:34.060 --> 00:41:35.879

Eric Lofholm: But if it's a big opportunity.

309

00:41:36.350 --> 00:41:41.659

Eric Lofholm: I'm gonna keep following up. So that's gonna conclude the training portion of the class.

310

00:41:41.840 --> 00:41:51.509

Eric Lofholm: I do want to open up the call for Q&A. If you'd like to share today, then you can hit the virtual hand raise button, letting me know that you'd like to share.

311

00:41:51.510 --> 00:42:07.940

Eric Lofholm: Class 2 will be tomorrow at this same time. If you know somebody that would benefit, please invite them. If you'd like to share, hit the virtual hand raise button. It lets me know that you'd like to share. If you have a question you want to ask, or there's anything that you'd like to share. Is there anybody who would like to share today?

312

00:42:12.610 --> 00:42:17.150

Eric Lofholm: Okay, Diane, you are up first. Hit unmute, come on out and share.

313

00:42:17.510 --> 00:42:28.640

Diane Alexander: Hey, it's afternoon here, I don't know what it is out there, it's just barely morning there. I love that mantra of, if I make the call, I win.

314

00:42:29.030 --> 00:42:42.980

Diane Alexander: the first time I heard you say that, it was like, boom. It was an eye-opener brain exploder, and it made a whole big difference. Big, big difference. So.

315

00:42:43.120 --> 00:42:49.489

Diane Alexander: if that's all I ever got from you, which is not true, but if that was the only thing, it was...

316

00:42:49.710 --> 00:42:51.370

Diane Alexander: Magnificent.

317

00:42:51.490 --> 00:42:57.899

Diane Alexander: And, yeah, I experience some anxiety when I have to call somebody more than once.

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00:42:58.200 --> 00:43:10.170

Diane Alexander: But I also don't like it when someone calls me more than once. So I... there's a little empathy projection going on, and I don't quite know how to overcome that yet.

319

00:43:10.340 --> 00:43:15.700

Diane Alexander: So, something for further... further investigation, maybe.

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00:43:15.700 --> 00:43:21.349

Eric Lofholm: Well, it's... you're... you create your reality, Diane, through what you declare.

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00:43:21.730 --> 00:43:22.590

Diane Alexander: Hmm?

322

00:43:22.590 --> 00:43:31.369

Eric Lofholm: Okay? So if you're declaring, I don't like it when somebody calls me more than once, therefore, I have a challenge calling somebody more than once.

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00:43:31.500 --> 00:43:31.940

Diane Alexander: Yeah.

324

00:43:31.940 --> 00:43:34.449

Eric Lofholm: What's inside that is your declaration.

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00:43:37.220 --> 00:43:40.840

Eric Lofholm: So as long as you keep declaring that, that's gonna be your reality.

326

00:43:41.460 --> 00:43:44.129

Eric Lofholm: So what if you just pointed to...

327

00:43:44.470 --> 00:43:48.810

Eric Lofholm: When I prospect, I win. When I book the appointment, I double win, I win no matter what.

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00:43:48.810 --> 00:43:50.179

Diane Alexander: Just hold on to that.

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00:43:50.180 --> 00:43:54.109

Eric Lofholm: See, if you just declare that, as long as we declare

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00:43:54.700 --> 00:43:59.510

Eric Lofholm: that we have anxiety, you're gonna have anxiety. As an idea. I'm not in your head, I can't speak for you.

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00:43:59.510 --> 00:44:01.360

Diane Alexander: Yeah, yeah. Yeah. Yeah.

332

00:44:01.580 --> 00:44:03.710

Eric Lofholm: Awesome. Diane, thank you for sharing!

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00:44:03.710 --> 00:44:04.950

Diane Alexander: Thank you!

334

00:44:05.460 --> 00:44:19.039

Eric Lofholm: And, I want to just give a shout out to Brian. Brian's been one of my clients for many, many years, and he's a CEO. And Brian, this class that we're doing here, this is an idea that you can bring to your company.

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00:44:19.260 --> 00:44:29.429

Eric Lofholm: And you could run a class like this, Brian, and have a similar type of experience as we're all having here with your business. Okay, Thomas, you're up next, come on out and share.

336

00:44:31.950 --> 00:44:33.310

Thomas Parkinson: You know, for me.

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00:44:33.670 --> 00:44:46.810

Thomas Parkinson: the history has been phone, all phone, and so going electronic is something that's, you know, brand new, and I'm enjoying it because of the efficiency.

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00:44:46.980 --> 00:44:50.219

Thomas Parkinson: So, you know, trying something new is good.

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00:44:51.370 --> 00:44:57.950

Eric Lofholm: Absolutely. And we didn't get into this piece of it today, guys, but on Facebook, you can send a text message.

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00:44:58.060 --> 00:45:17.580

Eric Lofholm: like a written one, you can send an audio message, you can send a video, you can put images or photos in, you can do... same thing on text. You can send a video on text, you can send a written message, you can send an audio message, you could try... try different things. Okay, Kimberly, your turn, coming out and share.

341

00:45:18.220 --> 00:45:27.080

Kimberley Day: Hi, thanks again, Eric, for an amazing training, as always. I've shared it out to my ethosphere, so hopefully some people will be on tomorrow.

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00:45:27.080 --> 00:45:27.640

Eric Lofholm: Awesome!

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00:45:27.800 --> 00:45:43.189

Kimberley Day: I think what my big takeaway from today was it's not just getting into action, it's the speed of the action. So, by you doing that tiny little exercise, I just blasted... I just picked up my phone and, like, I speed-blasted people, just little tiny things.

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00:45:43.190 --> 00:45:51.180

Kimberley Day: And it got me out of my own way, and not overthinking it. So, not just action, speed of action, that's what I'm taking away from today. Thank you so much.

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00:45:51.180 --> 00:46:00.249

Eric Lofholm: Kimberly, you're welcome, and what you're saying is so true, because what occurred in those 7 minutes, right? I just told all of you, go do this, go.

346

00:46:00.250 --> 00:46:11.449

Eric Lofholm: And you're like, oh, okay! And then you went and did it. Instead of thinking about it, you just, who can I reach out to? And you guys focused on that, and you saw the evidence of it. It's not like only a couple of you did it.

347

00:46:11.800 --> 00:46:22.080

Eric Lofholm: When I said type in the chat, that was easy, like, you saw the chat lit up, because it is easy, when you do it the way that I just showed you guys. Awesome, thanks for the share.

348

00:46:22.780 --> 00:46:25.370

Eric Lofholm: Rob, your turn, come on out and share.

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00:46:26.450 --> 00:46:38.829

Rob Bedell Fractional CRO: Hello! Good afternoon, morning or evening, depending on where you are in the world. One of the things I thought of when we were first talking about outreaching to people, and what do you like doing it, how do you like doing it.

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00:46:38.970 --> 00:46:41.199

Rob Bedell Fractional CRO: The thing that really hit me, though, is

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00:46:41.580 --> 00:46:59.479

Rob Bedell Fractional CRO: It's how are they going to respond? What do they respond to? There's some people that won't respond to emails, there's some people that won't respond to texts, so you have to phone call. So, even though you might not like to do things a certain way, in order to reach the people you want to reach, and I think it's key what you said.

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00:46:59.670 --> 00:47:02.100

Rob Bedell Fractional CRO: Who is your target... who's your target 10?

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00:47:02.850 --> 00:47:14.969

Rob Bedell Fractional CRO: who are your target 10, now how are you going to reach them? How are they going to respond to you? And once you figure that out, I think it helps out. And once you do it a few times, you get over the fear.

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00:47:15.210 --> 00:47:22.100

Rob Bedell Fractional CRO: once you've made a few phone calls, and you realize, as long as you have this mindset, and I think we all should.

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00:47:22.790 --> 00:47:36.039

Rob Bedell Fractional CRO: If what you do can help another person, can help another business grow, get better, get stronger, how selfish of you is it that you're not trying to help them?

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00:47:37.790 --> 00:47:48.739

Eric Lofholm: Rob, thank you for the share. Yeah, and one of the things, Rob, he didn't say it exactly like this, but another way of looking at it and what he was communicating, it's speaking into somebody's listening.

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00:47:49.010 --> 00:47:52.469

Eric Lofholm: So some of you have the mindset that...

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00:47:52.840 --> 00:48:04.130

Eric Lofholm: Business prospecting on social media is done on LinkedIn. That's how you think, nothing wrong with that. Well, I'm on Facebook 10 times more than LinkedIn.

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00:48:05.160 --> 00:48:16.409

Eric Lofholm: So if you want to reach me on social media, it's Facebook, and I rarely check Instagram. Because if you're, like, prospecting me over and over and on Instagram, like, what's going on? Eric's ghosting me. He's like, I didn't even see your message! I'm over here on Facebook.

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00:48:16.640 --> 00:48:18.859

Eric Lofholm: There's a gentleman named Greg Mazzillo.

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00:48:19.020 --> 00:48:31.960

Eric Lofholm: who, this guy just put on social media as the sale of his home. It's, like, \$25 million. That's his house, okay? And I prospected him.

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00:48:31.960 --> 00:48:42.160

Eric Lofholm: and got more than one appointment with him, Facebook direct message. This guy owned a \$500 million company, thinking, oh, I gotta prospect somebody like that on LinkedIn.

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00:48:42.470 --> 00:48:43.940

Eric Lofholm: Not necessarily.

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00:48:44.360 --> 00:48:52.280

Eric Lofholm: Right? It's how do people want to receive messages? For me, personally, I like Texting and Facebook, Email third.

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00:48:52.650 --> 00:48:56.790

Eric Lofholm: LinkedIn and Instagram, 4th and 5th. That's my own personal preference.

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00:48:56.900 --> 00:49:03.920

Eric Lofholm: Right? So, we try different things. We didn't... I didn't say this earlier, but mix and match it up. Mix it up, like...

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00:49:04.090 --> 00:49:08.549

Eric Lofholm: If you send a text and don't respond, try an email. If they don't respond, try a LinkedIn.

368

00:49:08.810 --> 00:49:14.680

Eric Lofholm: And you try different things and see how you can get people to respond. Greta, it's your turn, come on out and share.

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00:49:16.030 --> 00:49:18.679

Greta E. Mosley: Okay, good afternoon. I,

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00:49:18.940 --> 00:49:24.740

Greta E. Mosley: Had about 10 names that I was gonna call today anyway, so that prompted me. I made 3, and so I.

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00:49:24.740 --> 00:49:25.149

Eric Lofholm: Great job.

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00:49:25.150 --> 00:49:26.230

Greta E. Mosley: messages.

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00:49:26.600 --> 00:49:34.130

Greta E. Mosley: And one lady, I had been, trying to get her to get her life insurance, and she's ghosted me since September.

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00:49:34.130 --> 00:49:52.759

Greta E. Mosley: I did meet with her and her husband, but she's been close to me since September. So I sent her a text. I called her earlier, then I sent her a text when you gave us the instructions. So I know this works because typically I will get back to people, so now I'm getting back to them a little bit faster and on a repetitive basis. So I know, you know, that... and it...

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00:49:52.970 --> 00:49:57.450

Greta E. Mosley: Of course it comes across your mind, maybe I should, maybe I shouldn't, but you just do it anyway.

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00:49:57.450 --> 00:49:58.570

Eric Lofholm: That's right.

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00:49:58.570 --> 00:50:00.789

Greta E. Mosley: That's right. That's it for me.

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00:50:00.790 --> 00:50:04.679

Eric Lofholm: Greta, great job, thank you for sharing. Art, it's your turn!

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00:50:06.670 --> 00:50:19.999

Art Torres: Yeah, I like the fact that you brought out about declaration, making a declaration yourself that you're gonna do something. It's kind of like a self-fulfilling prophecy, so it's kind of like you're preparing your mind to accept.

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00:50:20.150 --> 00:50:25.999

Art Torres: And, you know, that... I really like that part. And also, just prospecting, calling people.

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00:50:26.180 --> 00:50:28.700

Art Torres: you know, there's a lot of people I don't get back to, and...

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00:50:28.880 --> 00:50:32.770

Art Torres: You just taught us a lesson about, you know, don't give up, just keep going.

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00:50:33.030 --> 00:50:39.599

Art Torres: Until... until you can't anymore. So I really appreciate both of those areas. Thank you very much.

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00:50:39.600 --> 00:50:50.400

Eric Lofholm: Excellent, Art, thank you for the share. I wanna, show you guys something, and I'll bring Claudia on in just a moment. But this is... this is a gentleman I've been prospecting.

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00:50:50.900 --> 00:51:00.620

Eric Lofholm: And, it is... let's see here, let me find him here... There we go.

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00:51:05.690 --> 00:51:07.820

Eric Lofholm: So, this is Troy.

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00:51:08.230 --> 00:51:13.230

Eric Lofholm: Prospecting Troy, he's ghosting me. He's ghosting me.

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00:51:14.710 --> 00:51:16.830

Eric Lofholm: This just goes on and on, on, on, and on.

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00:51:18.870 --> 00:51:25.369

Eric Lofholm: This is a photo of me, Halloween photo of my wife and I. He didn't even respond to that!

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00:51:25.370 --> 00:51:26.050

Claudia Norton-Tolbert Realtor: Did it?

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00:51:26.050 --> 00:51:34.389

Eric Lofholm: He did not respond to that. So, it just... and then eventually, he finally responded, then he started ghosting me again. And I don't get discouraged by that.

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00:51:34.940 --> 00:51:42.160

Eric Lofholm: Right? I'm believing in what I'm up to, and I don't need the other person to validate My belief.

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00:51:43.500 --> 00:51:46.410

Eric Lofholm: So I'm gonna be a stand for Troy.

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00:51:46.760 --> 00:51:59.660

Eric Lofholm: in my desire to want to help him, and then he'll respond or he won't. But I'm not gonna make it about me, in terms of... I'm not gonna say, well, what's wrong with me? Troy won't respond. No, it's not about me, I'm doing my job.

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00:52:00.060 --> 00:52:06.590

Eric Lofholm: If I really believe in what I say, and this is what Rob was pointing to, if I really believe in what I say, then let me go out and share with the world what I'm up to.

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00:52:07.390 --> 00:52:09.750

Eric Lofholm: And then people will connect or they won't.

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00:52:10.060 --> 00:52:12.840

Eric Lofholm: But I'm gonna get my fair share, just like Robert Shuler.

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00:52:13.210 --> 00:52:16.079

Eric Lofholm: Just like Robert Shore. Claudia, did you want to share?

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00:52:16.310 --> 00:52:28.099

Claudia Norton-Tolbert Realtor: Yes, I do. I really like that you brought up about the different social medias and see what sticks, because that's really great. My prospect

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00:52:28.550 --> 00:52:32.099

Claudia Norton-Tolbert Realtor: Process is write them in my calendar to call them back.

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00:52:32.210 --> 00:52:33.659

Claudia Norton-Tolbert Realtor: But it's not...

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00:52:33.760 --> 00:52:41.820

Claudia Norton-Tolbert Realtor: I don't do a lot of prospecting, but I'm thinking... I wanted to hear from you how you keep track of all of your people.

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00:52:42.300 --> 00:52:43.900

Claudia Norton-Tolbert Realtor: When you're prospecting.

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00:52:44.240 --> 00:52:47.470

Eric Lofholm: Yeah, I do it primarily with my cell phone.

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00:52:47.840 --> 00:52:52.910

Eric Lofholm: And I'm doing it, again, primarily with electronic reach-outs.

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00:52:53.380 --> 00:53:01.000

Eric Lofholm: So, I will go through my Facebook, and I'll send direct messages that way, and then, of course, it keeps a record of all of it.

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00:53:01.300 --> 00:53:07.550

Eric Lofholm: In my text history, it keeps a record of all of it, unless I delete my text. I also have a CRM,

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00:53:08.440 --> 00:53:13.739

Eric Lofholm: And, so I call and prospect out of there. So those are the different ways I keep it organized.

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00:53:13.890 --> 00:53:19.839

Eric Lofholm: And what I would recommend for you or anybody on the call to consider the idea of gamifying it

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00:53:20.400 --> 00:53:26.099

Eric Lofholm: And looking at how many reach-outs do you need to make in order to achieve your sales goals.

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00:53:26.100 --> 00:53:26.640

Claudia Norton-Tolbert Realtor: Right.

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00:53:27.580 --> 00:53:31.179

Eric Lofholm: and then create a game around it. So, great job. Thanks for being here today.

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00:53:31.180 --> 00:53:32.309

Claudia Norton-Tolbert Realtor: Yeah, you're welcome.

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00:53:32.450 --> 00:53:35.430

Claudia Norton-Tolbert Realtor: And I love videos. I think that's a great...

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00:53:35.610 --> 00:53:40.259

Claudia Norton-Tolbert Realtor: Great prospect, so I'm surprised he didn't reach out to that.

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00:53:40.260 --> 00:53:46.680

Eric Lofholm: Yep. Yeah, I had one earlier today. Let me see if I... Have it handy here.

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00:53:47.020 --> 00:53:53.210

Eric Lofholm: I think it was when I was reaching out to Drew, yeah. So... This was this morning.

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00:53:53.710 --> 00:53:57.510

Eric Lofholm: And I was reaching out to Drew, and I just did a little selfie video.

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00:53:57.670 --> 00:54:00.200

Eric Lofholm: So that's one of the ways that I'll reach out to people.

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00:54:00.590 --> 00:54:05.750

Eric Lofholm: Okay, Sylvia, you'll be all final share for today. Hit unmute, coming out and share.

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00:54:06.930 --> 00:54:07.990

Sylvia Your Profit and Growth Expert: Good morning.

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00:54:08.210 --> 00:54:11.350

Sylvia Your Profit and Growth Expert: So, I really like the,

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00:54:11.890 --> 00:54:22.379

Sylvia Your Profit and Growth Expert: I really like the getting on and just doing it, because a lot of times you'll think, oh, I need to call someone, and you put it off and you forget, or you get busy doing something else and it just leaves your mind.

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00:54:22.710 --> 00:54:23.980

Sylvia Your Profit and Growth Expert: And so...

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00:54:25.810 --> 00:54:34.779

Sylvia Your Profit and Growth Expert: I wasn't anticipating having that happen, and I didn't have anybody at the top of my mind, so I had to go back and look through calendars and stuff like that to find somebody, but...

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00:54:35.170 --> 00:54:40.529

Sylvia Your Profit and Growth Expert: You know, it's... It was really fun to even go back and just say.

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00:54:40.750 --> 00:54:44.259

Sylvia Your Profit and Growth Expert: and one of the ladies I'm meeting with next week already, but I was like.

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00:54:44.430 --> 00:54:54.159

Sylvia Your Profit and Growth Expert: I just said to her, you know what, I'm looking forward to seeing you next week, and I'm certain that just made her day, because she responded back, and it was fun. So...

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00:54:54.160 --> 00:54:56.709

Eric Lofholm: So you have an appointment next week, and you.

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00:54:57.130 --> 00:55:01.910

Eric Lofholm: touch, just say, I'm looking forward to seeing you, and then that... it was a positive response.

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00:55:02.090 --> 00:55:02.870

Sylvia Your Profit and Growth Expert: Yeah.

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00:55:02.870 --> 00:55:04.019

Eric Lofholm: Awesome! Great job!

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00:55:04.020 --> 00:55:10.819

Sylvia Your Profit and Growth Expert: I want to work... I want to work with you some more. Let me see if I can tell you really quick what she said, because it was really cool.

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00:55:11.020 --> 00:55:13.589

Sylvia Your Profit and Growth Expert: Hold on just a second,

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00:55:15.660 --> 00:55:18.949

Sylvia Your Profit and Growth Expert: Let's see, Tony, there we go.

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00:55:19.600 --> 00:55:21.770

Sylvia Your Profit and Growth Expert: It said... let's see...

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00:55:22.070 --> 00:55:28.890

Sylvia Your Profit and Growth Expert: Thanks, thank you, Sylvia. I'm looking forward to speaking with you as well. Life is changing, and it's a good time to share.

438

00:55:29.420 --> 00:55:31.129

Sylvia Your Profit and Growth Expert: Have a blessed afternoon.

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00:55:31.430 --> 00:55:36.919

Sylvia Your Profit and Growth Expert: So, you know, she's looking forward to it probably even more now that I've reached out to her.

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00:55:36.920 --> 00:55:41.929

Eric Lofholm: Absolutely! Awesome! Great job! Thanks for sharing!

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00:55:42.090 --> 00:55:42.840

Sylvia Your Profit and Growth Expert: Welcome.

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00:55:43.810 --> 00:56:02.219

Eric Lofholm: Okay, team, we're gonna do it again tomorrow, same time. Tomorrow, we're gonna do some really great stuff on scripting. We might even do another 7-minute, where you get a chance to do some reach-outs, and then on Thursday, we're gonna work on action, and I just wanna make one last quick announcement, and then we'll wrap up.

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00:56:02.220 --> 00:56:02.540

Sylvia Your Profit and Growth Expert: the finale.

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00:56:02.540 --> 00:56:08.959

Eric Lofholm: It's been at the beginning of class, and that is that, there's a couple of bonus classes.

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00:56:09.250 --> 00:56:15.500

Eric Lofholm: That you guys can do with me if you want. This one is on Friday morning at 10 o'clock.

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00:56:15.640 --> 00:56:18.719

Eric Lofholm: And we're gonna prospect, so I'm not gonna train.

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00:56:19.090 --> 00:56:34.539

Eric Lofholm: We're gonna gather for an hour, and we're all gonna be together on Zoom, and we're gonna do these little prospecting exercises, just like what we did today. So that's Friday at 10, if you wanna actually do prospecting. And then... the other class...

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00:56:34.730 --> 00:56:42.640

Eric Lofholm: is Saturday morning... I call it the Call, Courage to Call Anyone Challenge Highlights Class.

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00:56:42.960 --> 00:57:00.790

Eric Lofholm: So we're gonna do a one-hour recap, and that'll be on Saturday morning at 9. So if you're interested in either one of those bonus classes, we'll see you there, and you can also invite your friends to those. That's gonna wrap our call. I'll look forward to connecting with you guys tomorrow. Talk to y'all later. Bye-bye!

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00:57:02.060 --> 00:57:03.899

Eric Lofholm: Bye, Sylvia! Bye, Dr. Renee!

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00:57:04.950 --> 00:57:29.420

Eric Lofholm: Addie, thanks for joining. Annie, great to have you in class today. Art, great to see you. Ashley, thank you for joining. Bill, great to have you. And, Blanche, thanks for joining. Bob, great to have you. Bolu, thank you for being here. Brett, great to see you. Carlene, thank you for joining. Cheryl, great to see you, Cheryl. Chris, thanks for being here. Claudia, great to have you in class. Cleo, thank you for the hearts there.

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00:57:29.420 --> 00:57:33.180

Eric Lofholm: David, thank you for joining. Diane, great to see you.

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00:57:33.180 --> 00:57:35.700

Eric Lofholm: Ed, great to have you in class. Eugene!

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00:57:35.770 --> 00:57:49.980

Eric Lofholm: Thanks for joining. Frank, thank you for being here. Gary... hey, Gary! I saw you signed up for this class, great to see you that you made it. Irena from Morning Sales Boost, good to see you, Irena. Jane and Augustine, thank you for joining!

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00:57:49.980 --> 00:57:50.730

Larry Nordlinger: baby.

456

00:57:51.280 --> 00:58:02.059

Eric Lofholm: Jay, great to have you here. Jeffrey, thanks for joining. Jen, great to have you in class today. Joanna, thank you for being here. Joseph, great to see you.

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00:58:02.230 --> 00:58:04.990

Eric Lofholm: Just imagine, thanks for joining.

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00:58:04.990 --> 00:58:22.420

Eric Lofholm: Kay Miller, thank you for being here. Keith, thanks for joining. Kimberly, great to see you. Kirk, thanks for being here. Marcus, great to have you in class. Michelle, great to see you. And Pam, thanks for being here. Renee, thank you for joining. Richard, thank you for joining today. Rose, great to have you in class.

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00:58:22.780 --> 00:58:27.829

Eric Lofholm: And Steve, thank you for being here. Shell, thanks for joining.

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00:58:27.980 --> 00:58:37.020

Eric Lofholm: And Thomas, great to see you. Todd, great to have you in class. This is like an end to our morning sales boost call with Thomas, Todd, Yvette, and Zondra.

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00:58:37.020 --> 00:58:38.710

Larry Nordlinger: Gross, it's going!

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00:58:38.710 --> 00:58:40.379

Eric Lofholm: Welcome back, thank you for joining.

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00:58:40.380 --> 00:58:40.710

Larry Nordlinger: And...

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00:58:40.710 --> 00:58:48.080

Eric Lofholm: Sondra... joining, and we got a little background noise there. There we go. Larry, thank you for joining.

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00:58:48.300 --> 00:58:52.990

Eric Lofholm: And that's gonna wrap up our call, guys. Have a great day! Talk to y'all later!
Bye-bye!

Class 2

1

00:00:02.720 --> 00:00:18.809

Eric Lofholm: Good afternoon, good evening, good morning, depending upon what part of the world you're joining me from, and if you're watching live or the recording. My name is Eric Loff, I'm gonna be your instructor today and tomorrow. This is part 2 of 3, the Courage to Call Anyone Challenge.

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00:00:18.810 --> 00:00:29.999

Eric Lofholm: And this is a challenge to help you grow your prospecting muscles. Prospecting is A learned skill.

3

00:00:30.390 --> 00:00:36.270

Eric Lofholm: And so, like anything, the way you get better at something You work at it.

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00:00:36.470 --> 00:00:50.570

Eric Lofholm: And in this case, you're working at it, you're getting expert instruction. I've been prospecting myself for over 30 years. The last time I prospected, today, I pretty much do it every day. And,

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00:00:51.580 --> 00:00:53.170

Eric Lofholm: I'm so grateful.

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00:00:53.750 --> 00:00:55.620

Eric Lofholm: that I had the skill set.

7

00:00:55.730 --> 00:01:04.119

Eric Lofholm: To be able to reach out to anybody, anywhere in the world, and you... we all can do that, but it's about having the mindset

8

00:01:04.170 --> 00:01:26.270

Eric Lofholm: And it's about having the strategy. So I want you to know that I believe that you could prospect anybody. You, on this call right now, you could prospect a billionaire. You could prospect a famous actor or actress. You could prospect a musician like Billy Joel. You could prospect an athlete like Michael Jordan.

9

00:01:26.500 --> 00:01:31.380

Eric Lofholm: You could prospect the wealthiest person in your community. You could prospect anybody.

10

00:01:31.910 --> 00:01:34.730

Eric Lofholm: It costs you nothing to prospect somebody.

11

00:01:35.300 --> 00:01:43.190

Eric Lofholm: I prospected Draymond Green twice. He didn't respond, but I sent him DMs over Instagram, and

12

00:01:43.360 --> 00:01:56.720

Eric Lofholm: I just had an idea that I wanted to run by him, and I reached out. I wasn't expecting him to respond, but I was... I had the confidence to reach out, and you can do the same thing. So, what is the purpose of this class?

13

00:01:56.960 --> 00:02:04.400

Eric Lofholm: Had you not come to this class, you would have done a certain amount of prospecting between now and the end of your career.

14

00:02:05.070 --> 00:02:12.679

Eric Lofholm: So I want to boost that number. Whatever your number would have been, I want to boost it by an extra 100 prospecting outreaches.

15

00:02:13.700 --> 00:02:15.610

Eric Lofholm: Up to an extra \$10,000.

16

00:02:16.990 --> 00:02:28.669

Eric Lofholm: So, if you would have done another thousand outreaches between now and the end of your career, it's possible, with what I'm gonna teach you today, and yesterday and tomorrow, you'll bump that number up to 11,000.

17

00:02:29.350 --> 00:02:36.279

Eric Lofholm: Okay? So, what this is about, how you know if this program worked for you, if you do more reach-outs.

18

00:02:37.100 --> 00:02:52.350

Eric Lofholm: Then you would have. Had you not been in this program, that's how you know that the program worked. And one thing to let you know, I'm gonna go deeper into this tomorrow, I'm only gonna briefly mention it today, but I do have a prospecting coaching program.

19

00:02:53.030 --> 00:03:05.750

Eric Lofholm: And it's where we work together, and I continue to mentor and guide you with your prospecting, and that is a lifetime opportunity for as little as \$50 a month. And I'll give you more details on that later on.

20

00:03:05.840 --> 00:03:14.440

Eric Lofholm: So today, we're talking about scripts, we're gonna actually work on some prospecting scripts, this is gonna be a very fast-paced class. Tomorrow, we're gonna get into the action.

21

00:03:15.230 --> 00:03:25.940

Eric Lofholm: That's where it happens, right? Regardless of the quality of your prospecting, your scripts, your strategy, at the end of the day.

22

00:03:26.810 --> 00:03:35.549

Eric Lofholm: It's all about action. So that's what we're gonna do tomorrow. You can get the recordings of this, entire course at hubPageReplay.com.

23

00:03:35.550 --> 00:03:53.560

Eric Lofholm: And my team, Vicki and Wayne, they're working behind the scenes to give you guys an amazing experience. Wayne's in the Zoom chat, by the way. If you need to reach me, reach out to Wayne. I'm not able to look at the Zoom chat while I'm training, so Wayne's in there. Wayne, if you could say hi to everybody in the Zoom chat, Wayne's in there.

24

00:03:53.560 --> 00:03:55.990

Eric Lofholm: And at HubPageReplay.com.

25

00:03:56.280 --> 00:04:06.470

Eric Lofholm: Here's the recording of yesterday, here's the notes from Class 2, and look at how good Vicki is, my assistant. Class 2 notes, they're already in there. Click on that, boom.

26

00:04:06.630 --> 00:04:10.490

Eric Lofholm: It's already in there, okay? Your AI prompts...

27

00:04:10.720 --> 00:04:26.240

Eric Lofholm: Your AI prompts that we're gonna go through, they're already in the class notes. So, Vicki did an absolutely amazing job. And so, we treated this class, even though we gave it to you for free, my team and I are treating it as if you invested \$1,000 to be here.

28

00:04:27.880 --> 00:04:31.640

Eric Lofholm: That's the level of value that we want to create for you.

29

00:04:32.000 --> 00:04:51.750

Eric Lofholm: So, here's a couple bonus classes. They're free, they're additional prospecting classes, I'm not gonna mention it now, but the links are in the chat. Friday and Saturday, there's two bonus classes, they're free, it's gonna be awesome. Okay, so yesterday, I was teaching you about how to look at prospecting, instead of focusing on

30

00:04:51.890 --> 00:04:54.239

Eric Lofholm: The person you're reaching out to.

31

00:04:54.950 --> 00:05:11.119

Eric Lofholm: how are they gonna respond? I taught you, focus on your activity. And here is the mantra. I live this mantra. This mantra has helped me make a lot of additional outreaches, thousands of additional outreaches. When I prospect, I win.

32

00:05:11.250 --> 00:05:19.090

Eric Lofholm: pat myself on the back. When I book the appointment, I double win, pat myself on the back, I win no matter what.

33

00:05:19.250 --> 00:05:22.980

Eric Lofholm: So let's say this morning I've already done 5 today, so far.

34

00:05:23.940 --> 00:05:32.650

Eric Lofholm: 1, 2, 3, 4, 5. Let's say I booked one appointment, one double win. So 5 wins, 1, 2, 3, 4, 5, 1 double win.

35

00:05:32.880 --> 00:05:43.710

Eric Lofholm: I'm winning all day long. If I do my 25 reach-outs today, and I book 4 appointments, 25 wins, 4 double wins, I go 29 wins, 0 losses.

36

00:05:44.720 --> 00:05:47.270

Eric Lofholm: I do not absorb the no.

37

00:05:48.390 --> 00:05:54.009

Eric Lofholm: The no has nothing to do with me. My job is to do the activity.

38

00:05:54.450 --> 00:06:06.210

Eric Lofholm: Now, I teach that to people. I taught it to you guys right now, I taught it yesterday. And sometimes people say, that's all well and good, but I still have anxiety when I prospect.

39

00:06:07.340 --> 00:06:12.090

Eric Lofholm: I still have anxiety when I prospect is a declaration.

40

00:06:14.850 --> 00:06:17.570

Eric Lofholm: You are in charge of your thoughts.

41

00:06:17.920 --> 00:06:21.810

Eric Lofholm: You are the only person that can change your thoughts.

42

00:06:23.160 --> 00:06:29.690

Eric Lofholm: I'm gonna give you guys a huge golden nugget, it's very subtle. You can lose interest in a thought.

43

00:06:30.640 --> 00:06:37.359

Eric Lofholm: You just lose interest in it. Just stop saying, I don't like picking up the phone. Just stop saying, I'm not good at prospecting.

44

00:06:38.090 --> 00:06:40.769

Eric Lofholm: The deproration, I'm not good at prospecting.

45

00:06:41.110 --> 00:06:48.709

Eric Lofholm: does not help you improve your prospecting. Instead of saying, I'm not good at prospecting, just simply say, I'm getting better at prospecting.

46

00:06:50.360 --> 00:06:58.850

Eric Lofholm: Instead of saying, I don't like making phone calls, say, I embrace electronic prospecting. You decide how you voice it!

47

00:06:59.570 --> 00:07:06.579

Eric Lofholm: See, I can say I'm going through the motions in my marriage, or I can say, I'm the world's greatest husband.

48

00:07:07.950 --> 00:07:15.010

Eric Lofholm: See, I get to choose, and if you're new to my conversation, when I make a statement like I'm the world's greatest husband, I'm not saying that as a brag.

49

00:07:15.210 --> 00:07:21.530

Eric Lofholm: I'm not saying it as I'm better than you if you're a husband, or I'm better than your husband. I'm saying, this is how I show up for my wife.

50

00:07:23.310 --> 00:07:29.540

Eric Lofholm: It's a declaration of how I choose to show up in the world. I choose the declaration, as you do.

51

00:07:30.380 --> 00:07:32.980

Eric Lofholm: But a lot of people, they unconsciously choose it.

52

00:07:33.590 --> 00:07:40.459

Eric Lofholm: I'm suggesting you consciously choose this. This can change your life. Okay, so different ways of prospecting.

53

00:07:40.650 --> 00:07:42.520

Eric Lofholm: You can send a custom video.

54

00:07:43.140 --> 00:07:46.810

Eric Lofholm: You can pull out your smartphone, and you can send a video to somebody.

55

00:07:47.930 --> 00:07:52.909

Eric Lofholm: Or, you could do a generic video. Like, I can do a video for this class.

56

00:07:53.350 --> 00:07:57.570

Eric Lofholm: Right? I'll just do one right now. I'm gonna pull out my smartphone, this is how easy it is, guys.

57

00:08:00.460 --> 00:08:03.729

Eric Lofholm: Okay? I got my camera phone up here.

58

00:08:05.300 --> 00:08:25.869

Eric Lofholm: Hi, this is Eric Lothholm, and there's one day left in the Courage to Call Anyone Challenge. The first two days were great, and you can catch the recording on those, but tomorrow's gonna be the final day, it's gonna be live, and it's all about action, and I want to invite you to attend. If you would like the Zoom link to attend this free event, text me back, and I'll send it to you.

59

00:08:25.870 --> 00:08:26.969

Eric Lofholm: Have a great day.

60

00:08:27.560 --> 00:08:40.209

Eric Lofholm: Okay, that's how easy it is. Now I can send that video out to anybody, right? Just copy, paste, send, copy, paste, send, copy, paste, send. Now, that's not customized.

61

00:08:40.350 --> 00:08:47.350

Eric Lofholm: You know, it's better if it's customized, but it also takes a lot more time. So that video I just did, I'll send that to 5 people today.

62

00:08:48.380 --> 00:08:49.440

Eric Lofholm: Alright?

63

00:08:49.570 --> 00:08:53.490

Eric Lofholm: Same thing with audio. You can do an audio custom message.

64

00:08:53.840 --> 00:08:58.389

Eric Lofholm: Through Facebook Messenger, through text, you can do a generic audio.

65

00:08:58.740 --> 00:09:01.290

Eric Lofholm: You can do a written custom message.

66

00:09:02.210 --> 00:09:07.109

Eric Lofholm: You can do a written generic message. Copy, paste, copy, paste, copy, paste.

67

00:09:08.840 --> 00:09:14.150

Eric Lofholm: When inviting, you can do a copy-paste. So this right here... is...

68

00:09:14.480 --> 00:09:21.170

Eric Lofholm: an actual message that I texted to over 100 people inviting them to this class. There might be somebody here

69

00:09:22.310 --> 00:09:25.329

Eric Lofholm: That got this text, and that's why you're here.

70

00:09:25.490 --> 00:09:30.149

Eric Lofholm: Because I personally invited you. That wasn't automation, nothing wrong with automation.

71

00:09:32.580 --> 00:09:37.530

Eric Lofholm: But that was me sending that message, and then I attached this image to it.

72

00:09:38.950 --> 00:09:44.660

Eric Lofholm: Okay? When I'm sending a DM over Facebook, sometimes I'll get an image like this and I'll attach it.

73

00:09:46.350 --> 00:09:47.340

Eric Lofholm: Okay?

74

00:09:48.000 --> 00:09:49.200

Eric Lofholm: Tech scripts.

75

00:09:49.580 --> 00:09:50.800

Eric Lofholm: Checking in.

76

00:09:50.930 --> 00:09:54.140

Eric Lofholm: Okay? I'll just send that two-word message. Check it in.

77

00:09:54.890 --> 00:10:01.340

Eric Lofholm: If you have a deal in the works, people know what that means. You don't have to give a big lengthy... just check it in.

78

00:10:01.830 --> 00:10:04.710

Eric Lofholm: Gets the job done. Any update?

79

00:10:06.000 --> 00:10:07.460

Eric Lofholm: Gets the job done.

80

00:10:09.130 --> 00:10:23.499

Eric Lofholm: So what we're gonna do today is we're gonna work on your scripts, and we're gonna use an assist from AI, because it's a pain in the butt to do it by hand, okay? You can write them out by hand if you want, but with AI, it's just a lot easier. So here's the core prompt.

81

00:10:24.500 --> 00:10:26.329

Eric Lofholm: Use this as a foundation.

82

00:10:26.440 --> 00:10:28.690

Eric Lofholm: Create a prospecting script for me.

83

00:10:29.260 --> 00:10:32.270

Eric Lofholm: My target audience is... then you gotta fill this in.

84

00:10:33.770 --> 00:10:39.179

Eric Lofholm: My offer is, and you gotta fill that in, tell them what you do. The main problem I solve is...

85

00:10:39.630 --> 00:10:50.660

Eric Lofholm: The results I help people achieve is. The tone should be friendly, professional, or direct. Keep it short, conversational and non-pushy. Include a clear call to action to book a call.

86

00:10:51.200 --> 00:10:58.229

Eric Lofholm: Alright? Now, this is all a part of... you're gonna start with that. That's the first prompt.

87

00:10:59.800 --> 00:11:02.949

Eric Lofholm: Okay? Then, you're gonna do the next prompt.

88

00:11:03.570 --> 00:11:08.329

Eric Lofholm: Text messages. Simple outreach. So, once it... you do that one prompt.

89

00:11:08.980 --> 00:11:13.619

Eric Lofholm: then you're gonna do this one next. Alright? So let's just get the first prompt in there.

90

00:11:14.470 --> 00:11:16.289

Eric Lofholm: So I'm gonna put this in the chat.

91

00:11:19.960 --> 00:11:23.630

Eric Lofholm: So I want you to take that prompt, you gotta customize it a little bit.

92

00:11:24.070 --> 00:11:28.000

Eric Lofholm: Now, I'm gonna, upload these notes into the Zoom chat.

93

00:11:28.700 --> 00:11:32.649

Eric Lofholm: So they're in there as well, but for right now, take the prompt I just put in there.

94

00:11:34.120 --> 00:11:35.660

Eric Lofholm: I'll put it in there again.

95

00:11:35.970 --> 00:11:41.150

Eric Lofholm: You gotta customize a little bit. Go do that right now, go put that into your favorite AI.

96

00:11:41.390 --> 00:11:46.500

Eric Lofholm: And, come back here in about 2 minutes, alright? So go ahead and do that for me now, and then I'll give you the next instruction.

97

00:12:43.930 --> 00:12:46.900

Eric Lofholm: Okay, even if you're not done.

98

00:12:47.010 --> 00:12:49.320

Eric Lofholm: I'm gonna give you the next instruction.

99

00:12:51.230 --> 00:12:55.710

Eric Lofholm: And I want to show you where you can find these notes.

100

00:13:00.390 --> 00:13:03.140

Eric Lofholm: HubPageReplay.com.

101

00:13:04.930 --> 00:13:08.690

Eric Lofholm: Scroll down to Class 2, it's blank right now because we're doing it.

102

00:13:08.870 --> 00:13:13.130

Eric Lofholm: Class 2 notes. When you go into Class 2 Notes.

103

00:13:15.010 --> 00:13:18.029

Eric Lofholm: All the prompts are here, that I'm giving you right now.

104

00:13:19.070 --> 00:13:23.050

Eric Lofholm: Okay? You might not get them all done right now, it's no problem.

105

00:13:24.110 --> 00:13:31.089

Eric Lofholm: When you have more time, you can come back. I'm gonna give you more time now, but when you have more time, you can come back and you can work on this.

106

00:13:31.820 --> 00:13:41.959

Eric Lofholm: And we're gonna do Q&A in a little bit, so if you have a question, you let me know, okay? And if you have another question, you can... between now and then, you can type it in the chat, and Wayne or somebody can help you.

107

00:13:42.400 --> 00:13:46.700

Eric Lofholm: So, what we're doing is we're taking the first prompt.

108

00:13:47.480 --> 00:13:49.580

Eric Lofholm: We just put it into AI,

109

00:13:49.930 --> 00:13:51.749

Eric Lofholm: And now we're gonna build on that.

110

00:13:52.320 --> 00:13:54.449

Eric Lofholm: And we're gonna take the second prompt.

111

00:13:55.460 --> 00:13:59.280

Eric Lofholm: Which is, create 5 short text messages.

112

00:14:02.300 --> 00:14:09.200

Eric Lofholm: Create 5 short text message prospecting scripts to reach out to Brackett's audience.

113

00:14:09.470 --> 00:14:17.399

Eric Lofholm: about offer in brackets, so you gotta customize that part for you. Okay? So what you're gonna do now, is you're gonna take...

114

00:14:20.440 --> 00:14:22.510

Eric Lofholm: That prompt I just gave you.

115

00:14:24.930 --> 00:14:27.900

Eric Lofholm: So go take that prompt, and go to AI,

116

00:14:30.550 --> 00:14:34.500

Eric Lofholm: And if you have any problems pulling the prompt out of the chat.

117

00:14:34.860 --> 00:14:41.290

Eric Lofholm: Just say to the AI, create 5 text prospecting scripts for me.

118

00:14:42.160 --> 00:14:43.930

Eric Lofholm: You don't even have to use my prompt.

119

00:14:45.250 --> 00:14:47.250

Eric Lofholm: There's no magic in my prompt.

120

00:14:48.730 --> 00:14:52.779

Eric Lofholm: Okay? All we're doing is we're asking the AI to create 5

121

00:14:53.120 --> 00:14:59.339

Eric Lofholm: short text messages. So go ahead and do that for me now, and I'll let you know, I'll give you the next instruction here shortly.

122

00:15:35.720 --> 00:15:38.020

Eric Lofholm: I'm gonna give you one more minute on that one.

123

00:16:03.070 --> 00:16:07.640

Eric Lofholm: Okay, now in this next one, I'm gonna give you two prompts.

124

00:16:07.870 --> 00:16:15.519

Eric Lofholm: So, you do the first one, then you do the second one, alright? I don't want you to be concerned if you don't get all these done.

125

00:16:16.110 --> 00:16:20.040

Eric Lofholm: All we're looking to do right now is to create progress.

126

00:16:20.490 --> 00:16:22.440

Eric Lofholm: You're gonna have all the notes.

127

00:16:23.270 --> 00:16:28.360

Eric Lofholm: You can go back and watch this little 10-minute section of the recording again if you choose to.

128

00:16:28.720 --> 00:16:31.260

Eric Lofholm: We're gonna do Q&A in just a little bit.

129

00:16:31.750 --> 00:16:44.420

Eric Lofholm: If you have a question, you can ask it in the chat, Wayne will do the best he can to help you. So I'm gonna give you two now. Now we're gonna ask it to do... so, we did the follow-up text, now we're gonna do an appointment setting text.

130

00:16:47.500 --> 00:16:49.729

Eric Lofholm: And I'm gonna give you two prompts this time.

131

00:16:53.530 --> 00:16:55.630

Eric Lofholm: Okay, so there's the first prompt.

132

00:16:56.970 --> 00:17:00.670

Eric Lofholm: And then the next one is a social media prompt.

133

00:17:01.220 --> 00:17:08.629

Eric Lofholm: So when it says DM, that's a direct message over social media, okay? So you have two prompts in there.

134

00:17:09.400 --> 00:17:12.080

Eric Lofholm: So go ahead and work with your favorite AI.

135

00:17:12.579 --> 00:17:16.819

Eric Lofholm: On those two prompts, I'll give you a couple minutes on that, and then I'll give you the next instruction.

136

00:18:26.340 --> 00:18:32.959

Eric Lofholm: If you're just joining us, we're working on creating some scripts using AI

137

00:18:33.080 --> 00:18:35.640

Eric Lofholm: Based on the prompts in the chat.

138

00:18:50.040 --> 00:18:53.679

Eric Lofholm: The exercise may be faster than you're able to do it.

139

00:18:54.830 --> 00:19:02.309

Eric Lofholm: You have access to the notes, so you can go back at a later date. All of the prompts are in the notes.

140

00:19:02.590 --> 00:19:11.029

Eric Lofholm: And you can go back, and you can re-watch this section of the training. It'll be about a 10-minute section. Maybe you watch it 2 or 3 times.

141

00:19:12.950 --> 00:19:17.950

Eric Lofholm: If you have somebody that helps you with appointment setting, maybe have them watch this section.

142

00:19:18.940 --> 00:19:29.339

Eric Lofholm: If you have a VA, for example, or a business development person, and you can have them help you. Or if you do it yourself, you do it yourself. Okay, so I'm going to give you the next two prompts.

143

00:19:31.090 --> 00:19:34.860

Eric Lofholm: Create 5 DM scripts that lead with value.

144

00:19:35.540 --> 00:19:36.550

Eric Lofholm: Okay?

145

00:19:38.130 --> 00:19:43.969

Eric Lofholm: So, you can just copy and paste this one directly into the ongoing AI chat that you've been having.

146

00:19:50.470 --> 00:19:54.180

Eric Lofholm: And then, the next one is a cold call script, so I'm gonna give you those two.

147

00:19:55.320 --> 00:19:57.319

Eric Lofholm: And you can work on those, too, right now.

148

00:19:59.200 --> 00:20:05.970

Eric Lofholm: Don't be concerned about getting every single prompt down that I'm giving you. All we're doing, guys, we're just learning. That's all.

149

00:20:07.370 --> 00:20:08.630

Eric Lofholm: We're just learning.

150

00:20:09.010 --> 00:20:12.580

Eric Lofholm: So spend a couple minutes on those two prompts, and then I'll give you the next instruction.

151

00:21:14.710 --> 00:21:17.840

Eric Lofholm: Okay, take about 30 more seconds on those prompts.

152

00:21:39.280 --> 00:21:42.429

Eric Lofholm: Okay, now I'm gonna put a voicemail prompt in.

153

00:21:44.880 --> 00:21:46.610

Eric Lofholm: So that's in the chat.

154

00:21:46.890 --> 00:21:51.359

Eric Lofholm: And then, what I'm gonna do next, I'm gonna put all 7...

155

00:21:51.620 --> 00:21:53.479

Eric Lofholm: prompts that I just gave you.

156

00:21:53.760 --> 00:21:56.489

Eric Lofholm: I'm gonna put the... it'll... it'll probably take me...

157

00:21:56.640 --> 00:21:58.399

Eric Lofholm: Because you can only do,

158

00:21:58.960 --> 00:22:06.270

Eric Lofholm: I think it's a thousand characters in a Zoom chat. So, let me just get it where I want to get it, and I'll give you the clear instruction.

159

00:22:11.590 --> 00:22:13.780

Eric Lofholm: Okay, so let's see...

160

00:22:20.530 --> 00:22:22.500

Eric Lofholm: I can get this in there.

161

00:22:28.220 --> 00:22:35.100

Eric Lofholm: Okay, so we're gonna go here... And we're gonna go... 3.

162

00:22:50.660 --> 00:22:59.050

Eric Lofholm: Okay, everybody hold off on the chat for just a second so I can get these prompts back-to-back for you guys.

163

00:23:00.550 --> 00:23:03.130

Eric Lofholm: So hold off on the chat for just a second.

164

00:23:04.330 --> 00:23:07.169

Eric Lofholm: Okay, there's one, and then I gotta give you one more.

165

00:23:23.440 --> 00:23:24.770

Eric Lofholm: Okay.

166

00:23:25.570 --> 00:23:27.549

Eric Lofholm: See if it did it right.

167

00:23:28.760 --> 00:23:30.360

Eric Lofholm: Simple outreach.

168

00:23:34.340 --> 00:23:36.429

Eric Lofholm: Nope, didn't do it the way I wanted to.

169

00:23:36.620 --> 00:23:38.430

Eric Lofholm: Let me try it one more time.

170

00:23:40.800 --> 00:23:43.809

Eric Lofholm: Okay, so hold off on the chats for just a second, guys.

171

00:23:51.410 --> 00:23:54.970

Eric Lofholm: Just need to get two chats in there, so hold off just a moment.

172

00:23:55.530 --> 00:23:58.430

Eric Lofholm: Don't post anything just yet, just hold off for just a second.

173

00:24:06.920 --> 00:24:08.440

Eric Lofholm: Okay, almost there.

174

00:24:14.500 --> 00:24:18.750

Eric Lofholm: Okay, I'm gonna give you guys 4 minutes...

175

00:24:19.730 --> 00:24:34.209

Eric Lofholm: So just do anything with AI right now regarding the scripts, just do the best you can, and see if you can come up with a couple scripts. If you came up with two, that would be amazing, alright? So I'm gonna give you guys four more minutes to work on AI.

176

00:24:34.450 --> 00:24:38.660

Eric Lofholm: With your scripts, just do the best you can, We're just learning.

177

00:24:39.020 --> 00:24:41.719

Eric Lofholm: Just do the best you can, and then I'll give you the next instruction.

178

00:25:07.330 --> 00:25:14.969

Eric Lofholm: You're doing great, even if it's not quite landing, you're doing great. Couple more minutes on that, and then I'll give you the next instruction.

179

00:26:29.060 --> 00:26:31.919

Eric Lofholm: Okay, take about one more minute on that, you're doing great.

180

00:27:11.800 --> 00:27:25.800

Eric Lofholm: Okay. Now, anytime we're doing an exercise like that, it can get frustrating if it's not working for you. So, let me just speak to anybody that was having any challenges at all.

181

00:27:25.820 --> 00:27:31.899

Eric Lofholm: Alright? So, where you can find the replay for this class.

182

00:27:32.570 --> 00:27:38.300

Eric Lofholm: All three sessions are at hubPagerelay.com. You want to make a note of that.

183

00:27:39.400 --> 00:27:44.770

Eric Lofholm: when you go to HubPageReplay.com, and you scroll down, there's Class 1,

184

00:27:45.830 --> 00:27:48.730

Eric Lofholm: Class 2's blank, because we're doing it right now.

185

00:27:49.470 --> 00:27:52.429

Eric Lofholm: There's Class 2 Notes. It's a clickable link.

186

00:27:52.830 --> 00:27:55.530

Eric Lofholm: When you click Class 2 Notes.

187

00:27:57.080 --> 00:28:00.519

Eric Lofholm: If you scroll down, all the AI prompts are right there.

188

00:28:01.360 --> 00:28:04.030

Eric Lofholm: And you can copy and paste them and go at your own pace.

189

00:28:05.190 --> 00:28:09.600

Eric Lofholm: Now, there's no magic in those AI prompts.

190

00:28:10.340 --> 00:28:23.730

Eric Lofholm: Meaning, you can just go to AI and say, I'm a real estate agent, and I need some, texting, prospecting, reach-outs to connect with my previous clients. Give me 5 of them.

191

00:28:25.560 --> 00:28:34.090

Eric Lofholm: Or, I'm, calling up a, a client, and it's time for me to, have them

192

00:28:34.330 --> 00:28:36.580

Eric Lofholm: Renew their agreement.

193

00:28:37.530 --> 00:28:45.919

Eric Lofholm: Give me 5 text prospecting scripts to send them, or give me 5 email scripts to send them, or give me 5 LinkedIn direct messages to send them.

194

00:28:46.580 --> 00:28:52.060

Eric Lofholm: So, Now, don't get me wrong, it's not that these prompts aren't really good, it's just that...

195

00:28:52.620 --> 00:28:58.479

Eric Lofholm: It's just asking. Your AI, if you use it with any frequency, it likely knows you already.

196

00:29:00.070 --> 00:29:12.520

Eric Lofholm: So it's a way easier lift if you have AI help you with the scripts, and then you want to save the scripts. And then you want to work at them. You don't just say, okay, AI said that, that script's done. You work with it.

197

00:29:12.720 --> 00:29:24.130

Eric Lofholm: So, who here was able to come up with some good scripts during the exercise? Just type yes in the chat if you were able to come up with some good scripts. Just type yes in the chat if it worked for you.

198

00:29:24.760 --> 00:29:35.900

Eric Lofholm: Alright? If you weren't, just type no. Right? Just, if it didn't, for whatever reason, didn't quite land, just type no if it didn't land for you. And we're gonna do Q&A here in just a little bit.

199

00:29:37.050 --> 00:29:40.679

Eric Lofholm: Okay? So, let me take a look at the chat here.

200

00:29:42.050 --> 00:29:51.420

Eric Lofholm: Okay, got a bunch of yeses... Okay... Any no's out there?

201

00:29:53.610 --> 00:30:03.799

Eric Lofholm: Any particular, AIs that you suggest? I use ChatGPT, I'm starting to use Claude, I'm also starting to learn Notebook LM, they all pretty much work the same.

202

00:30:05.880 --> 00:30:11.420

Eric Lofholm: Okay, Adrian was able to get some, and anybody not able to do it, didn't work for you.

203

00:30:12.170 --> 00:30:14.180

Eric Lofholm: Anybody get stuck on the AI?

204

00:30:16.770 --> 00:30:19.860

Eric Lofholm: Okay. So, what we're gonna do now...

205

00:30:20.820 --> 00:30:26.860

Eric Lofholm: Is, and we did this yesterday. What we're gonna do, is we're gonna play a game...

206

00:30:27.290 --> 00:30:32.050

Eric Lofholm: called, Reach Out to Three People in the Next 7 Minutes.

207

00:30:32.470 --> 00:30:42.059

Eric Lofholm: Okay? So, I'm gonna give you guys 7 minutes, and the game is to reach out to 3 people. You could do a nurture touch, you can just reach out to somebody and encourage them.

208

00:30:42.480 --> 00:30:54.519

Eric Lofholm: You can follow up with a sales presentation you recently did. You can... you can thank some... you can go into your LinkedIn right now, and anybody that recently accepted your connection request, you can just say, thank you for accepting my connection request.

209

00:30:54.890 --> 00:30:58.239

Eric Lofholm: You can look through your text history, and you can connect with people.

210

00:30:59.250 --> 00:31:02.519

Eric Lofholm: If you have a Zoom coming up, you can invite people to your Zoom.

211

00:31:05.330 --> 00:31:12.999

Eric Lofholm: Okay? So we're gonna play a game called Reach Out to Three People in the Next 7 Minutes, okay? So go ahead and do that for me now, and I'll see you back here at 11.41.

212

00:33:08.080 --> 00:33:13.659

Eric Lofholm: You're doing great. See if you can reach out to at least 3 more people. We have 5 more minutes.

213

00:34:16.139 --> 00:34:22.299

Eric Lofholm: Got about 3 more minutes. See if you can do at least 2 more reach-outs.

214

00:34:23.330 --> 00:34:26.530

Eric Lofholm: In the next three and a half minutes. You're doing great.

215

00:35:14.330 --> 00:35:17.180

Eric Lofholm: See if you can do 2 more.

216

00:35:17.650 --> 00:35:20.109

Eric Lofholm: Two and a half minutes left, see if you can do two more.

217

00:36:06.970 --> 00:36:11.749

Eric Lofholm: Okay, we got about 90 seconds more, see if you can get at least one more in. One more.

218

00:36:45.940 --> 00:36:51.000

Eric Lofholm: Okay, we've got about 60 more seconds. See if you can get one more in. One more.

219

00:37:05.380 --> 00:37:06.970

Eric Lofholm: Alright.

220

00:37:07.120 --> 00:37:10.200

Eric Lofholm: Wrap that up, type in the chat.

221

00:37:10.310 --> 00:37:13.409

Eric Lofholm: How many reach-outs were you able to do?

222

00:37:13.870 --> 00:37:21.789

Eric Lofholm: Type it in the chat. I want to give you a shout-out. How many were you able to do? Adrian did 10! Way to go, Adrian!

223

00:37:22.170 --> 00:37:33.659

Eric Lofholm: Frank did 10, wow! Claudia did 10! Marie did! 10's the magic number! Joanna did 1, Joanna, 1's great! Suzanne, 5!

224

00:37:33.980 --> 00:37:36.610

Eric Lofholm: Christine 3, Jenny, 7!

225

00:37:37.150 --> 00:37:39.789

Eric Lofholm: Dennis, 4. Sylvia, 1.

226

00:37:40.030 --> 00:37:43.190

Eric Lofholm: Kirk5, Gary 4!

227

00:37:43.730 --> 00:37:45.340

Eric Lofholm: Shell 6!

228

00:37:48.850 --> 00:37:50.719

Eric Lofholm: Greg did 3!

229

00:37:52.130 --> 00:38:05.760

Eric Lofholm: Holle17! Rose, 3! Spoke to 1! Hey, did anybody book an appointment? If you got an appoint- if somebody... well, did they respond? Did anybody respond? Just type yes in the chat if you already got a response.

230

00:38:06.740 --> 00:38:11.289

Eric Lofholm: Elizabeth did 9! 9! Wow! Ed did 2!

231

00:38:11.550 --> 00:38:14.540

Eric Lofholm: Greta, 6! James, 7!

232

00:38:15.620 --> 00:38:17.840

Eric Lofholm: Dr. Collins 3!

233

00:38:18.410 --> 00:38:20.370

Eric Lofholm: Urban Five!

234

00:38:22.010 --> 00:38:24.059

Eric Lofholm: Dave got a response!

235

00:38:26.090 --> 00:38:32.919

Eric Lofholm: Marie got a response, Brad got a response, Larry did 3, Holly got a response, Kimberly did 9!

236

00:38:33.330 --> 00:38:35.500

Eric Lofholm: Wayne did 5!

237

00:38:36.780 --> 00:38:40.250

Eric Lofholm: Jenny booked an appointment! Marcus did 4!

238

00:38:40.860 --> 00:38:43.200

Eric Lofholm: Christine got a response!

239

00:38:45.580 --> 00:38:49.320

Eric Lofholm: Yvette reached out to 3, already got 2 responses.

240

00:38:49.710 --> 00:38:54.239

Eric Lofholm: Stuart, good to see you! Four, and he booked an appointment!

241

00:38:55.020 --> 00:38:57.079

Eric Lofholm: Rose 2 of the three...

242

00:38:57.780 --> 00:39:15.480

Eric Lofholm: And I'll assist them with setting up their service. Way to go, that's awesome! If that was easy, guys, just type in the chat, that was easy. Just the word easy, or that was easy, or something like that. If that was easy, type in the chat, that was easy. Okay? And this is what I love, I love teaching this.

243

00:39:16.200 --> 00:39:18.760

Eric Lofholm: Because it is easy.

244

00:39:19.370 --> 00:39:25.259

Eric Lofholm: It's easy when you're part of a community. It's easy when you're trained, it's easy when you're with a group.

245

00:39:26.550 --> 00:39:37.900

Eric Lofholm: So, tremendous job, guys. So, a couple final things to open up for Q&A. So yesterday, we gave a bonus if you shared about this class.

246

00:39:38.320 --> 00:39:45.449

Eric Lofholm: So the way you share is you just go to my... one way, you can do it different ways, but you go to my personal Facebook page here.

247

00:39:46.110 --> 00:39:56.210

Eric Lofholm: And on the fir- it's facebook.com forward slash my name, Eric Hoffam, and there's a pin post. You come down here, this pin post right here, you hit the share button.

248

00:39:56.400 --> 00:40:12.430

Eric Lofholm: Alright? And then if you'll do a little... not required, but encouraged, a little, hey, I'm in this class, it's great, I'm learning, if you need prospecting, come to... whatever's in your heart to share. Okay? You hit that share button, that's one way to do it. Another way to do it...

249

00:40:12.790 --> 00:40:14.910

Eric Lofholm: Is you can post the link

250

00:40:15.340 --> 00:40:33.109

Eric Lofholm: to this class on LinkedIn, or in a Facebook group, or on X, you know, Twitter, X, Instagram, right? So, you can either share the Facebook post, or just post the link, and tell people what the link is, and then once you do it.

251

00:40:33.400 --> 00:40:34.460

Eric Lofholm: Email me.

252

00:40:34.960 --> 00:40:45.070

Eric Lofholm: Eric at ericofam.com. Just say, hey, Eric, I hit the share button, or I shared it on LinkedIn, or however you share it, and then I'm gonna reward you with the audiobook

253

00:40:45.670 --> 00:40:49.600

Eric Lofholm: of... Modern persuasion strategies.

254

00:40:50.450 --> 00:40:52.379

Eric Lofholm: Which is this book here.

255

00:40:53.400 --> 00:41:06.120

Eric Lofholm: this book here. This is a classic sales book written in 1984. Dr. Moyn, I re-released it last year. You can buy it on Audible for \$17.58, or I'll give you the audio files. I'm not giving you the Audible.

256

00:41:06.250 --> 00:41:14.660

Eric Lofholm: But it's the same content. You're gonna get the files, you just hit play on your computer. It's an incredible, incredible book, so we're gonna give that to you guys for free.

257

00:41:14.880 --> 00:41:21.659

Eric Lofholm: Now... I also want to let you know that the Gold Protege program is on special

258

00:41:22.150 --> 00:41:32.540

Eric Lofholm: This week. We timed it up with this particular challenge. And so, this course, it's a \$3,000 plus dollar valued course.

259

00:41:33.170 --> 00:41:37.369

Eric Lofholm: And we normally sell it for \$997.

260

00:41:38.260 --> 00:41:42.180

Eric Lofholm: You can go on saleschampion.com, my main website, that's the price.

261

00:41:42.400 --> 00:41:48.469

Eric Lofholm: And it's on special during the challenge, it's essentially half off. \$4.97, or 12 payments of \$50.

262

00:41:49.640 --> 00:41:52.759

Eric Lofholm: So, in addition to being half-off.

263

00:41:53.250 --> 00:42:01.840

Eric Lofholm: We're also upgrading you, it's normally a one-year program, we're gonna make it a lifetime program. So if you sign up during the challenge, you get lifetime

264

00:42:02.280 --> 00:42:13.630

Eric Lofholm: And if you do it today, and I mentioned this yesterday, by noon, so in the next 15 minutes, if you do it today, I'm gonna gift you a bonus of 1 hour of coaching with me.

265

00:42:13.630 --> 00:42:25.660

Eric Lofholm: Now, a few of you signed up yesterday, and you guys got 90 minutes. If you sign up today, you get an hour of coaching with me, and you can sign up at EliteSalesTraining.com.

266

00:42:27.480 --> 00:42:34.859

Eric Lofholm: And I'm also gonna put down my cell phone and my email, because if you have any questions, and you wanna ask.

267

00:42:35.110 --> 00:42:50.289

Eric Lofholm: any questions of me about the program, just let me know, okay? So you can sign up, or you can text or email me, and what you're getting is 4 courses for the price of one, and I just want to spotlight one of them right now, and then we'll do Q&A.

268

00:42:50.610 --> 00:42:55.580

Eric Lofholm: with this program, We now are including prospecting Mastery.

269

00:42:55.940 --> 00:43:01.210

Eric Lofholm: And what that is, that's a weekly prospecting accountability program.

270

00:43:01.600 --> 00:43:10.980

Eric Lofholm: So, look at how easy it was for you to prospect when you're here, you're in my energy, you're being mentored by me. So, in this Prospecting Mastery.

271

00:43:11.640 --> 00:43:14.339

Eric Lofholm: We do a once-a-week training.

272

00:43:15.210 --> 00:43:22.479

Eric Lofholm: And you're gonna get yourself to do more prospecting, and you're gonna... if you sign up now on the special, it's lifetime.

273

00:43:23.800 --> 00:43:31.879

Eric Lofholm: That means you can plug into Prospecting Mastery anytime you want for the rest of your life, and it's only \$50 a month.

274

00:43:32.000 --> 00:43:36.250

Eric Lofholm: But it's only \$50 a month for 12 months. Because after the 12th month.

275

00:43:36.500 --> 00:43:59.240

Eric Lofholm: There's no more payments, and you can still be in the energy of the Prospecting Mastery Program. This will move the needle for you with your prospecting. Or you just do one-time payment of \$497, and you have lifetime for the rest of your life. There's other courses that come with it, I'm not going to go into those right now, but just know that. So if you want the special with the hour of coaching, then you can sign up today at EliteSalesTraining.com.

276

00:43:59.240 --> 00:44:00.920

Eric Lofholm: So what I want to do now.

277

00:44:01.250 --> 00:44:06.470

Eric Lofholm: I want to open up the call for questions. And, if you want to share about

278

00:44:06.690 --> 00:44:14.859

Eric Lofholm: your experience in the class so far, if you want to share about what you were able to do with the AI, that you got the scripts done, if you have a question, if you got stuck.

279

00:44:14.860 --> 00:44:31.909

Eric Lofholm: If you wanted to share how easy it was for you to do the prospecting, if you're just, like, motivated to prospect, if you hit the virtual hand raise button, it lets me know that you would like to share. That's on your Zoom dashboard. You can hit the hand raise button. So let me get it where you guys can unmute here.

280

00:44:32.620 --> 00:44:34.950

Eric Lofholm: And... there we go.

281

00:44:35.360 --> 00:44:39.510

Eric Lofholm: And we're gonna start off with Diane. Diane, hit unmute, coming out and share.

282

00:44:39.770 --> 00:44:41.490

Diane Alexander: Hey there!

283

00:44:41.850 --> 00:44:48.559

Diane Alexander: This... this went kind of fast.

284

00:44:49.150 --> 00:44:52.700

Diane Alexander: And I'm making the assumption that

285

00:44:52.740 --> 00:45:05.829

Diane Alexander: if you're making... if you're prospecting, you've already got these people that you're prospecting in your phone, or on your email, or whatever, and I don't. So, there's my... there's my first project, right?

286

00:45:05.830 --> 00:45:13.350

Diane Alexander: The other thing, and this is just something I started doing, before class, I open up a Word document.

287

00:45:13.670 --> 00:45:25.539

Diane Alexander: and I keep it available. Every time you put a prompt on the chat, I copy and paste it into my Word document so I can go back to it and utilize it.

288

00:45:27.110 --> 00:45:37.099

Diane Alexander: So I don't feel bad that I didn't get a whole lot done, and but I find that very helpful. I know you put it in... it's all online and stuff, but...

289

00:45:37.270 --> 00:45:42.360

Diane Alexander: For me, it's, I guess a little old school, but...

290

00:45:42.930 --> 00:45:56.700

Diane Alexander: Who cares? You know, it works. But it's something I can just go and copy-paste, and it's open underneath my Zoom stuff. So, that's just a helpful hint to offer to people.

291

00:45:57.140 --> 00:45:59.249

Eric Lofholm: Excellent. And did you learn something?

292

00:45:59.580 --> 00:46:01.230

Diane Alexander: Oh, yeah! Fantastic.

293

00:46:01.230 --> 00:46:06.770

Eric Lofholm: Fantastic. That's the whole thing, guys. It's all about learning, and Diane brought up an interesting point.

294

00:46:06.850 --> 00:46:21.449

Eric Lofholm: You know, taking the time to get our leads organized. So I want to share with you what Wayne and I did. It was actually Wayne doing it with my direction. But Wayne helps me with all kinds of things. He's my business partner, he also helps me with different things. These are leads here, guys.

295

00:46:21.450 --> 00:46:27.330

Eric Lofholm: These are leads from a software that I pay monthly for called Seamless AI.

296

00:46:27.910 --> 00:46:29.750

Eric Lofholm: So look at how many leads there are here.

297

00:46:30.330 --> 00:46:46.719

Eric Lofholm: So all these leads, there's a thousand right here at my fingertips, I've got all the data, and one of the things that's interesting about this data is, if you scroll over here a little bit, and it says LinkedIn, I'm gonna look at this first one, the guy's name is Jeff. So I'm gonna click on the LinkedIn.

298

00:46:48.390 --> 00:46:50.779

Eric Lofholm: And it takes me directly to his LinkedIn.

299

00:46:51.040 --> 00:46:53.459

Eric Lofholm: And he and I are second-level connection.

300

00:46:54.040 --> 00:46:58.609

Eric Lofholm: Okay, this is a great lead, so I'm gonna hit the connection button.

301

00:47:01.730 --> 00:47:19.839

Eric Lofholm: Okay? So just send them a connection request button. So, to Diane's point, you want to get your leads organized, and one way to... you can buy leads, you can... you can download leads, you can research them, all kinds of ways. We're not going to focus on that today, but lots of different things that you can do in getting your leads organized.

302

00:47:19.880 --> 00:47:23.600

Eric Lofholm: Okay, Kimberly, your turn, come on out and share.

303

00:47:25.980 --> 00:47:38.320

Kimberley Day: This one's a question, actually, because, I did get a response from someone. I was just doing the whole popping it for some people that I'm already prospecting, popped it... popping it back up to the top of their inbox.

304

00:47:38.960 --> 00:47:40.749

Kimberley Day: Which is literally what I said.

305

00:47:40.750 --> 00:47:43.489

Eric Lofholm: Read what you said so people can learn from you.

306

00:47:43.900 --> 00:47:49.760

Kimberley Day: oh my god, I just had it, and now I'm, like, lost it, because I was... Ugh.

307

00:47:50.360 --> 00:47:51.450

Kimberley Day: Good God.

308

00:47:55.680 --> 00:47:56.759

Kimberley Day: Oh, there it is.

309

00:47:56.970 --> 00:47:58.200

Kimberley Day: I said.

310

00:47:58.770 --> 00:48:09.470

Kimberley Day: Because I'd been prospecting her, and so I just said, hey girl, just popping this back up to the top of your inbox. So she knows exactly what I'm talking about. Her response? The big blue thumbs up.

311

00:48:10.080 --> 00:48:15.890

Kimberley Day: I'm like, how do you respond to that? I don't know, I don't know what's worse. I'd almost have rather been ghosted.

312

00:48:16.250 --> 00:48:16.790

Kimberley Day: So...

313

00:48:16.790 --> 00:48:17.300

Eric Lofholm: Yeah.

314

00:48:17.530 --> 00:48:19.360

Kimberley Day: Why don't I say it in a big thumbs up?

315

00:48:19.360 --> 00:48:25.470

Eric Lofholm: I would just simply say, thanks for the thumbs up, What does that mean? Right?

316

00:48:25.470 --> 00:48:27.029

Gary Bernhard: Book a call!

317

00:48:27.220 --> 00:48:41.639

Eric Lofholm: And let her respond. And what Kimberly did there is a great technique. Hey, I'm just bumping this back up to the top of your inbox, or the top of your texts, right? It's just like a lovingly way to nudge somebody.

318

00:48:41.930 --> 00:48:45.580

Eric Lofholm: Because, look, you send me a text, if I don't respond right away.

319

00:48:45.910 --> 00:48:52.520

Eric Lofholm: it probably got buried, right? Because we're all busy, and we're all getting lots of messages, so you just say, hey, I'm bump,

320

00:48:52.650 --> 00:49:04.719

Eric Lofholm: bumping us back up to the top of your inbox, the top of your texts, and and it worked for Kimberly, she got a response, doesn't know what that means, so, you know, she can just ask for further clarification is what I would do there, Kimberly.

321

00:49:04.920 --> 00:49:05.630

Kimberley Day: Thanks.

322

00:49:06.200 --> 00:49:11.859

Kimberley Day: I'm just gonna say, when do you have time to talk? I'm gonna literally just boldly ask for it again.

323

00:49:12.070 --> 00:49:16.259

Eric Lofholm: Perfect, let's hop on a call. Thanks. Alright, Christine, your turn.

324

00:49:18.180 --> 00:49:26.169

Christine Lennips: So I'm just gonna be to you with my camera off. I'm in the kitchen multitasking, but I did the exercises with ChatGPT.

325

00:49:26.170 --> 00:49:41.370

Christine Lennips: Now, when you told us to make the calls, and it's like, you know, to reach out, and it's like, I can't do that in that short period of time with the phone call, and then I realized, yeah, but we're doing about texting as well. So, I immediately texted someone who we've chatted at shows.

326

00:49:41.370 --> 00:49:54.679

Christine Lennips: about follow-up and reach-out afterwards, and the lack that both of us have with it. So she responded back. So then I said, I'm gonna send you a link later, because she's struggling, she admitted. So, I wouldn't have done that.

327

00:49:54.680 --> 00:50:08.359

Christine Lennips: And then I realized, oh yeah, one of my clients, who I haven't seen since December or November, she... she's a friend now on Facebook. Well, I can message her because we weren't getting connected when I did the phone call.

328

00:50:08.360 --> 00:50:31.960

Christine Lennips: And then another client, it was just more so an update, well, because I was supposed to reach out to more people, and I couldn't think real quick, so it was just like, oh, I'm noticing some changes, it's a month into the new season, be aware of these things for yourself, and by the way, the product launch today is this, and it has a different taste, and it's a powder instead of a liquid. So I hit her, like, and I said, I said, you know, let me know how you're, you know.

329

00:50:31.960 --> 00:50:38.040

Christine Lennips: whatever, and then I said, actually, let me know either way how you're feeling. And so this was huge for me.

330

00:50:38.990 --> 00:50:40.490

Eric Lofholm: Good job, Christine!

331

00:50:40.490 --> 00:50:41.470

Christine Lennips: Thanks!

332

00:50:41.470 --> 00:50:42.790

Eric Lofholm: That's awesome!

333

00:50:42.790 --> 00:50:52.250

Christine Lennips: Yeah, and except that I'm doing something right after this, I will admit I could keep going, which is wonderful to be feeling in my body.

334

00:50:52.250 --> 00:50:53.580

Eric Lofholm: That is so great, Christine.

335

00:50:53.580 --> 00:50:54.360

Christine Lennips: Yeah.

336

00:50:54.360 --> 00:50:58.550

Eric Lofholm: Christine, you are phenomenal as an herbalist, and how you help people.

337

00:50:58.550 --> 00:50:58.870

Christine Lennips: Yeah.

338

00:50:58.870 --> 00:51:04.849

Eric Lofholm: And it's just a matter of just reaching out and letting them know, hey, I can help you, just like you did, great job.

339

00:51:04.850 --> 00:51:06.550

Christine Lennips: Hmm, thanks so much.

340

00:51:06.680 --> 00:51:09.400

Eric Lofholm: Awesome work. Okay, Joseph, your turn!

341

00:51:10.740 --> 00:51:17.759

Joseph Lam: Wow, this is fast-paced, you know, so yesterday, we did that. Today I did it again.

342

00:51:18.030 --> 00:51:31.750

Joseph Lam: I sent out 3 requests yesterday. Will simple, you know, one of them, I have a conversation, he came to my, presentation a few weeks ago. We haven't got the follow-up in my pipeline.

343

00:51:31.750 --> 00:51:45.890

Joseph Lam: on that. I sent a request, real simple in my case, you know, you don't know what you don't know, right? So they don't know what I'm doing in here. I said, hey, I'm running some special report. What is the birth year of you and your spouse? That's it.

344

00:51:46.040 --> 00:51:50.549

Joseph Lam: And then, I got two responses came back. One of them...

345

00:51:51.230 --> 00:51:58.119

Joseph Lam: I was able to run a report late last night. I haven't even got a chance to send it back to them yet. Look at this.

346

00:51:59.290 --> 00:52:03.520

Joseph Lam: This particular couple, I know for a long time, they didn't know this.

347

00:52:03.970 --> 00:52:08.740

Joseph Lam: Based on the special report, I get this here. He can get...

348

00:52:09.380 --> 00:52:16.999

Joseph Lam: Without any qualification to get it based on a property that they own, he's going to get \$700,000

349

00:52:18.530 --> 00:52:21.049

Joseph Lam: Loan amount, okay, with that.

350

00:52:21.180 --> 00:52:24.290

Joseph Lam: I can create a personal pension for them.

351

00:52:24.740 --> 00:52:32.399

Joseph Lam: In this case, he... he and his wife is going to get a \$3,000 a month for the rest of their life. They didn't know he had that.

352

00:52:33.210 --> 00:52:35.960

Joseph Lam: And plus \$100,000 sitting in the bank.

353

00:52:35.960 --> 00:52:38.960

Eric Lofholm: And this was one that you did yesterday during class?

354

00:52:39.290 --> 00:52:42.130

Joseph Lam: Yes, I got the response from them.

355

00:52:43.120 --> 00:52:58.369

Joseph Lam: late last night, and I ran a report last night. I haven't even gotten a chance to tell them what I found... found out from the report yet. Okay, so, in here. So, in this morning, I sent out another 3 requests out. I put that... in this case, I sent them a book.

356

00:52:59.060 --> 00:53:09.840

Joseph Lam: Because I haven't talked to these people, the 3 people that I sent today, I have not talked to them for years. That's why I sent them a book. Hey, I'm doing a book here, I gotta run a special report.

357

00:53:10.330 --> 00:53:12.689

Joseph Lam: I don't know if they respond to me or not.

358

00:53:12.940 --> 00:53:17.170

Joseph Lam: I can do the same thing here. All these people I sent to.

359

00:53:17.310 --> 00:53:26.490

Joseph Lam: they have almost free and clear on their property. All of them probably going to get \$500,000 to \$700,000

360

00:53:27.390 --> 00:53:34.879

Joseph Lam: line of credit they didn't know they have. And from them, I have a program to create them to create a personal pension for them.

361

00:53:35.140 --> 00:53:40.649

Joseph Lam: They are going to get anywhere between \$3,000 to \$5,000 a month that they didn't know they have.

362

00:53:41.110 --> 00:53:50.750

Joseph Lam: And that's what you and I talking about that offline, and that I'm going to create this program. I truly believe this is going to make an impact for all the senior homeowners there.

363

00:53:51.380 --> 00:53:54.140

Eric Lofholm: Joseph, congratulations, great job.

364

00:53:54.500 --> 00:54:02.750

Eric Lofholm: Okay, we're gonna take another question or two. We've got a hard stop at 11.59. Joanna, it's your turn. Come on out and share.

365

00:54:03.270 --> 00:54:07.950

JoAnna Brandi, CHO, CWO: Thank you so much. I just want to say thank you. I have a hard time getting motivated to make calls.

366

00:54:08.060 --> 00:54:15.079

JoAnna Brandi, CHO, CWO: And I got all a little fumbled up. I have literally complete file folders with leads in them.

367

00:54:15.080 --> 00:54:33.349

JoAnna Brandi, CHO, CWO: from speaking. It's amazing, I get on the... I get on the phone, I don't know what to say, so it's been so helpful today. My AI, which I... which I made, knows so much about... it's shooting out stuff, and I'm so excited! So thank you so much, and I will join up, and I just posted you on my business Facebook.

368

00:54:33.350 --> 00:54:43.009

Eric Lofholm: Fantastic! I'm so excited for you! You got these leads from speaking, and now you're excited and motivated to reach out and help these people. Great job!

369

00:54:43.160 --> 00:54:44.250

JoAnna Brandi, CHO, CWO: Thank you.

370

00:54:44.250 --> 00:54:46.630

Eric Lofholm: Alright, Sylvia, your turn!

371

00:54:49.190 --> 00:54:51.080

Sylvia Your Profit and Growth Expert: Well, I got response from...

372

00:54:51.270 --> 00:55:01.520

Sylvia Your Profit and Growth Expert: a client, or a potential client, that keeps moving in and out of being... wanting to be a client, it seems. And I just said, you know what, let's just touch base and see what we can do.

373

00:55:02.550 --> 00:55:17.330

Eric Lofholm: It's a great script, guys. Let's touch base and see what we can do, just real casual. Hey, can we hop on the call for 10 minutes? Can I get your calendar for 10 minutes this week? Are you available this afternoon? So, Sylvia, great job.

374

00:55:18.000 --> 00:55:19.309

Sylvia Your Profit and Growth Expert: Okay, thank you.

375

00:55:19.540 --> 00:55:22.700

Eric Lofholm: Alright, Frank, you got a real quick one you wanna come on out and share?

376

00:55:24.090 --> 00:55:39.509

Frankie (Frank) Lomas: Yeah, I'm gonna give a quick suggestion that I've been working along with me. As I DM people and they respond back, I drop that into the chat, and it... chat GPT, and it gives the conversation. It predicts what they're gonna say, it tells you what not to say.

377

00:55:39.510 --> 00:55:56.730

Frankie (Frank) Lomas: They'll wait for their response, so how... I mean, just... it maps, just like it's doing the script, it maps the whole thing out for you. My last appointment I booked last week came from a conversation that I had almost exclusively because chat was writing the words. It was pretty amazing. So just... just another tip how to use the AI.

378

00:55:57.190 --> 00:56:02.239

Eric Lofholm: Fantastic, Frank, thanks for sharing. And Rachel, if you got a quick one, you come on out and share?

379

00:56:04.000 --> 00:56:23.240

Rachael Siegelman: Yeah, I just want you to know, I shared on Facebook, and I got your manifesting thing, and it was mind-blowing, because I've been treading water in trying to promote my book for about the last 4 months, and it got me super hyped and motivated and organized, so I'm very grateful, and I'm gonna watch

380

00:56:23.790 --> 00:56:26.139

Rachael Siegelman: play this, I didn't get to do it, but...

381

00:56:26.620 --> 00:56:42.689

Eric Lofholm: Awesome, fantastic. Alright. The manifesting... we gotta run right now, but if you go back and watch the last 15 minutes or so of the training yesterday, it talks about how to get the AI Manifesting Coach

382

00:56:42.820 --> 00:56:57.380

Eric Lofholm: HubPageReplay.com is the recording. Guys, we're gonna do it again tomorrow, and there's a bonus class on Friday for free if you want, and on Saturday if you want. I'll look forward to connecting with you guys later. We'll talk to y'all later. Thanks for joining, guys! Thanks! Bye-bye. Bye-bye!

Class 3

1

00:00:02.550 --> 00:00:19.909

Eric Lofholm: Hi, this is Eric Lofholm. I want to welcome all of you to the Courage to Call Anyone Challenge. This is Class 3 of 3. Thank you for joining me. I hope you've been enjoying either the live classes or the recording. The things that you're learning

2

00:00:20.030 --> 00:00:24.230

Eric Lofholm: about prospecting, You're going to have for the rest of your life.

3

00:00:25.880 --> 00:00:37.290

Eric Lofholm: It's possible that this class will make you, in terms of the lifetime income from what you're going to learn in this class, it'll make you \$10,000.

4

00:00:38.010 --> 00:00:42.900

Eric Lofholm: It's possible, you apply what you're learning, it'll make you \$25,000.

5

00:00:44.310 --> 00:00:48.459

Eric Lofholm: It's possible it'll make you \$100,000.

6

00:00:48.620 --> 00:01:05.549

Eric Lofholm: Just out of curiosity, if you did Class 1 or 2 or both, how many of you believe that if you actually do what I'm teaching, that this could make you an extra \$10,000 or more between now and the end of your career? If you believe that, just type the word YES in the chat. And...

7

00:01:05.730 --> 00:01:12.819

Eric Lofholm: What it comes down to... Those of you that are connecting with that idea, it's all about action.

8

00:01:14.110 --> 00:01:18.650

Eric Lofholm: Alright, so today, we are gonna talk about action.

9

00:01:18.740 --> 00:01:37.399

Eric Lofholm: getting yourself to take action. And sometimes life is like that. When it comes to our fitness level, you know? Lots of people, they know... they got a gym membership, they know which weights, or which machines to use, or get on the treadmill, they know what to do.

10

00:01:37.810 --> 00:01:55.130

Eric Lofholm: And then a lot of times, they're not taking the action on what they know to do, and prospecting is one of those things. So we're gonna explore that today. I'm gonna give you some real tools, not just say, go do it, right? There's value in that. Nike slogan, just do it, right? But...

11

00:01:55.510 --> 00:02:03.350

Eric Lofholm: Why am I not doing it? We're gonna explore that, and we're gonna explore an idea to get you to do it.

12

00:02:04.490 --> 00:02:09.350

Eric Lofholm: So, I mentioned the bonus classes already. So today, this is class 3 of 3.

13

00:02:09.610 --> 00:02:13.980

Eric Lofholm: And the outcomes for today, we're gonna be working on action.

14

00:02:14.900 --> 00:02:26.460

Eric Lofholm: And I'm gonna knock it out of the park with my best ideas on that. And then, I'm gonna invite you to take a next step with me in a mentoring relationship, and participate in Prospecting Mastery.

15

00:02:26.740 --> 00:02:29.409

Eric Lofholm: And I'm gonna make a special offer to you.

16

00:02:29.810 --> 00:02:35.030

Eric Lofholm: at the very end of this call, and one of the things about Prospecting Mastery.

17

00:02:35.930 --> 00:02:44.050

Eric Lofholm: It's an opportunity to enter into a prospecting accountability relationship with me and the group.

18

00:02:44.470 --> 00:02:48.230

Eric Lofholm: And so, we'll get into what that is here at the end of the call, but...

19

00:02:48.720 --> 00:02:52.049

Eric Lofholm: This is an idea where you're not left by yourself.

20

00:02:53.020 --> 00:03:05.099

Eric Lofholm: For a very small amount of money, you can become a part of a community, and you can even report your results for the day of what you're up to with your prospecting directly to me.

21

00:03:05.750 --> 00:03:08.459

Eric Lofholm: So, here is the number one

22

00:03:08.830 --> 00:03:25.339

Eric Lofholm: action strategy for me. How do I get myself to prospect? And I do it pretty much every day. So I'm gonna put a video in the chat, and I encourage you guys to pull that video out. Not watch it now, but you can watch it later. It's only 4 minutes.

23

00:03:25.820 --> 00:03:33.870

Eric Lofholm: So it's a really easy lift, and it's talking about this distinction of gamification.

24

00:03:34.490 --> 00:03:41.770

Eric Lofholm: So, gamification is a strategy. Now, I go to Starbucks most days, and...

25

00:03:41.900 --> 00:03:45.739

Eric Lofholm: At Starbucks, if you order on the app.

26

00:03:46.310 --> 00:03:52.180

Eric Lofholm: and I don't know if they still do this, but they did it at one point. They would give you double points.

27

00:03:53.450 --> 00:04:03.240

Eric Lofholm: And the app keeps track of all of it. And you get double points, and points, and you can get a free drink, or a free Danish, or whatever, free pastry. And so...

28

00:04:05.160 --> 00:04:08.870

Eric Lofholm: And I haven't checked in a while to see if they still give double points, but...

29

00:04:09.270 --> 00:04:12.750

Eric Lofholm: The point program is a form of gamification.

30

00:04:14.410 --> 00:04:31.950

Eric Lofholm: And if you're into points, and they tell you, if you order on the app, we're gonna double your points, then what are you gonna do? If you know how to use the app, you're gonna order on the app, because it's double points. In other words, Starbucks is motivating the behavior.

31

00:04:32.240 --> 00:04:44.750

Eric Lofholm: Now, why do they want you to order on the app? Because if you order on the app, then you might be ordering it in advance of getting there, and then it gives them some time to make it, and then you don't have to wait, and they have whatever their motivations are for doing that.

32

00:04:45.920 --> 00:04:49.119

Eric Lofholm: So... Having said all that.

33

00:04:49.840 --> 00:05:00.680

Eric Lofholm: Create a game for your prospecting. My game is 25 or more reach-outs Monday through Friday, and I count everything as long as it's 1 to 1.

34

00:05:01.660 --> 00:05:05.590

Eric Lofholm: So if I email my database, I don't count that as, you know, 12,000.

35

00:05:05.790 --> 00:05:10.479

Eric Lofholm: Even though technically it is 12,000 reach-outs, but that's done through software.

36

00:05:10.860 --> 00:05:16.490

Eric Lofholm: And I'm not saying that those reach-outs don't count, they just don't count towards my gamification.

37

00:05:17.330 --> 00:05:24.609

Eric Lofholm: And so, what I choose to do is 25 or more reach-outs Monday through Friday. Now, it's not a commitment.

38

00:05:24.930 --> 00:05:26.450

Eric Lofholm: It's an intention.

39

00:05:26.710 --> 00:05:29.909

Eric Lofholm: My intention... so some days I do it, and some days I don't.

40

00:05:30.660 --> 00:05:33.939

Eric Lofholm: But having the game, it motivates me.

41

00:05:34.080 --> 00:05:40.699

Eric Lofholm: to do more reach out. So, all you have to do to play the game is to create the game. So, yours can be 50 a week.

42

00:05:41.500 --> 00:05:47.869

Eric Lofholm: Yours could be one a day, Monday through Friday. Or maybe you prospect on the weekend, so it'd be a little bit different.

43

00:05:48.410 --> 00:05:50.429

Eric Lofholm: Or yours could be 10 a day.

44

00:05:51.040 --> 00:05:56.240

Eric Lofholm: So, If you're resonating with this, and you can always change it.

45

00:05:56.440 --> 00:05:59.409

Eric Lofholm: I want you to create a game right now and type it in the chat.

46

00:06:00.050 --> 00:06:06.469

Eric Lofholm: And that'll be your game until you change it. Now, what's the benefit of having a game?

47

00:06:06.860 --> 00:06:13.519

Eric Lofholm: Well, when I wake up in the morning, I don't have to think, what am I supposed to do today when it comes to prospecting?

48

00:06:15.710 --> 00:06:17.320

Eric Lofholm: I know what I'm supposed to do.

49

00:06:17.750 --> 00:06:22.069

Eric Lofholm: 25 or more, because today's Thursday, and that falls within the range of Monday through Friday.

50

00:06:23.140 --> 00:06:29.179

Eric Lofholm: And on Saturday, it doesn't mean I don't prospect on Saturday, it just means that it's not part of the predetermined game.

51

00:06:31.090 --> 00:06:35.610

Eric Lofholm: What I'm telling you, Is this simple idea that

52

00:06:36.660 --> 00:06:42.349

Eric Lofholm: It's motivated me to do thousands and thousands of additional reach-outs.

53

00:06:43.460 --> 00:06:47.010

Eric Lofholm: And to me, it's not about hitting the number of 25 every day.

54

00:06:47.280 --> 00:06:52.449

Eric Lofholm: It's, does this idea get me to take more action?

55

00:06:52.970 --> 00:06:56.900

Eric Lofholm: And it also deals with the fear of rejection.

56

00:06:57.700 --> 00:07:13.749

Eric Lofholm: Because if I'm playing the game, I'm just focused on getting those tick marks. If I was, you know, putting little lines in, 1, 2, 3, 4, and then lines at 5, like, if I'm doing tick marks like that, I'm just focused on the tick marks. I'm not concerned with whether the person ghosts me or not.

57

00:07:14.890 --> 00:07:21.620

Eric Lofholm: So, as simple as what I just told you, If you actually embrace this.

58

00:07:22.890 --> 00:07:25.239

Eric Lofholm: And make it a part of your culture.

59

00:07:25.420 --> 00:07:33.289

Eric Lofholm: Okay? Culture is how you do your life. Companies have cultures, teams have cultures, families have cultures.

60

00:07:36.720 --> 00:07:40.060

Eric Lofholm: I have a culture of playing the prospecting game.

61

00:07:40.720 --> 00:07:46.210

Eric Lofholm: Now, just want to plant a seed, because I'm going to make you guys an irresistible offer at the end of this call.

62

00:07:47.040 --> 00:07:52.300

Eric Lofholm: For 50 bucks a month, not only can you play the prospecting game, but you can play the game with me.

63

00:07:52.860 --> 00:08:05.429

Eric Lofholm: And you don't have to pay 50 bucks a month forever. You just do it for a short amount of time, which I'll explain at the end of the call, and then once the payments stop, you can still do the prospecting game with me, because it's a lifetime membership.

64

00:08:07.800 --> 00:08:11.989

Eric Lofholm: Imagine you consistently prospect for the rest of your life.

65

00:08:12.450 --> 00:08:15.109

Eric Lofholm: How much more money could you make per month?

66

00:08:16.210 --> 00:08:28.429

Eric Lofholm: Now, if we look at what drives results, right? If you've ever tried to lose weight, if we keep it really simple, it's eating less and exercising more.

67

00:08:29.190 --> 00:08:35.819

Eric Lofholm: Eating less of the bad stuff, and eating more of the good stuff. Drinking less of the bad stuff, and drinking more of the good stuff.

68

00:08:36.570 --> 00:08:55.170

Eric Lofholm: And to me, it's that simple. You may have a different view, but those are the things that drives the needles... drives the needle on weight loss. What am I eating, and what is my exercise? Okay? You could debate me on that, but just... let's just keep it simple, okay? So, what drives sales?

69

00:08:55.880 --> 00:08:57.350

Eric Lofholm: Appointments run.

70

00:08:58.330 --> 00:09:05.209

Eric Lofholm: If you run more appointments, you're gonna make more sales. What drives appointments run? Prospecting.

71

00:09:09.080 --> 00:09:12.290

Eric Lofholm: So, as simple as what I'm saying.

72

00:09:13.910 --> 00:09:16.539

Eric Lofholm: If you take on the prospecting game.

73

00:09:18.510 --> 00:09:31.129

Eric Lofholm: you will make more money. It's not I might, it's not I could, it's not I should, it's not cross my fingers, hope, and pray. It's no, this will work, it works, and it works, and it works, and it works, and it works.

74

00:09:34.410 --> 00:09:36.580

Eric Lofholm: So now, you're making more money!

75

00:09:36.820 --> 00:09:52.810

Eric Lofholm: What is one thing you would do with the extra money that you're now making? I'd love for you just to type in the chat. What's one thing that you'll do with the extra money? Would you invest? Or would you pay off debt? Probably you do more than one, but just type in one. What's one thing

76

00:09:52.970 --> 00:09:55.590

Eric Lofholm: You're prospecting more, you're making more money.

77

00:09:55.810 --> 00:10:01.959

Eric Lofholm: Right? What's one thing that you would do with the money? I want to just read a few of the answers here.

78

00:10:03.280 --> 00:10:04.630

Eric Lofholm: Okay?

79

00:10:05.300 --> 00:10:21.370

Eric Lofholm: Gina's got a bunch. She's gonna pay off debt, she's gonna invest, and she's gonna give more. Okay? Marcus goes up and pay off debt. Ron wants to help a family member. He wants to help his brother. Diane says to pay off debt. Renee says she'll pay off debt. Brian says, help his kids buy a house.

80

00:10:21.620 --> 00:10:26.259

Eric Lofholm: Alright? Gary says, give, more to my local animal shelter.

81

00:10:26.830 --> 00:10:32.340

Eric Lofholm: Okay? Elizabeth says she'd invest, and Bob says he'd travel more. Here's what's great, guys.

82

00:10:33.380 --> 00:10:34.800

Eric Lofholm: We can do more than one.

83

00:10:35.540 --> 00:10:36.989

Eric Lofholm: You can do it all.

84

00:10:40.150 --> 00:10:45.950

Eric Lofholm: So, I'm so glad that you have come to the...

85

00:10:46.150 --> 00:10:53.630

Eric Lofholm: Courage to call anyone challenge, because... If you think about it, prospecting

86

00:10:54.200 --> 00:10:57.639

Eric Lofholm: It should... there should be a lot more trainings out there on the topic.

87

00:10:57.990 --> 00:10:59.490

Eric Lofholm: And there just aren't.

88

00:11:00.340 --> 00:11:03.870

Eric Lofholm: And prospecting's like anything. The way you get better is you work at it.

89

00:11:04.890 --> 00:11:08.099

Eric Lofholm: So what I want you to get connected in your mind

90

00:11:08.220 --> 00:11:12.010

Eric Lofholm: is, I want to make more sales.

91

00:11:12.480 --> 00:11:15.529

Eric Lofholm: And the way to get it is to prospect

92

00:11:15.810 --> 00:11:22.800

Eric Lofholm: That's one of the keys, and one way to get myself to prospect more is to make a game out of it.

93

00:11:24.140 --> 00:11:28.460

Eric Lofholm: And then you can consider if you want to do accountability with me, and be a part of a group.

94

00:11:29.120 --> 00:11:45.980

Eric Lofholm: So, I taught the Edelmans how to prospect. They're real estate agents. So they played a game, and their game was 100 reach-outs in a quarter. So, like, a 3-month, right, quarter, 3-month window. So they played this game, we're gonna reach out to 1,000. Now, they didn't hit the thousand.

95

00:11:46.420 --> 00:11:48.239

Eric Lofholm: And I want you to hear this.

96

00:11:49.000 --> 00:11:53.060

Eric Lofholm: It's not a failure that they fell short, in my view.

97

00:11:53.160 --> 00:11:54.999

Eric Lofholm: You may have a difference of opinion.

98

00:11:55.620 --> 00:12:04.169

Eric Lofholm: But, let's say, without playing the game called, I'm gonna reach out to a thousand people this quarter, let's say they would have done 300.

99

00:12:05.890 --> 00:12:10.829

Eric Lofholm: But they played the game, and instead of doing 300, they did 840.

100

00:12:12.380 --> 00:12:16.520

Eric Lofholm: Can you see the value, even though they didn't hit the goal.

101

00:12:16.680 --> 00:12:18.790

Eric Lofholm: Instead of 300, they did 840.

102

00:12:20.480 --> 00:12:23.039

Eric Lofholm: And during that quarter, they got Agent of the Month.

103

00:12:24.360 --> 00:12:26.559

Eric Lofholm: And they closed 5 deals that month.

104

00:12:28.390 --> 00:12:29.400

Eric Lofholm: Now...

105

00:12:29.540 --> 00:12:38.809

Eric Lofholm: I don't know what would have happened had they not played the game called, I'm Gonna Reach Out to A Thousand People, even though they fell short. I don't think they would have got Agent of the Month.

106

00:12:42.340 --> 00:12:46.069

Eric Lofholm: Now... They have those skills for the rest of their life.

107

00:12:47.360 --> 00:12:51.229

Eric Lofholm: So I want you to get every single reach-out that you do.

108

00:12:51.900 --> 00:13:00.509

Eric Lofholm: you're getting a little bit better. It's a micro-improvement. So, fall in love with micro-improvements.

109

00:13:00.940 --> 00:13:07.679

Eric Lofholm: A single Facebook direct message, you're getting a little bit better. And you're also creating possibility.

110

00:13:08.800 --> 00:13:11.650

Eric Lofholm: Right? There's a CEO on this call right now.

111

00:13:12.390 --> 00:13:17.860

Eric Lofholm: And he's hired me to train his company, so we have leadership meetings on a regular basis.

112

00:13:18.100 --> 00:13:21.639

Eric Lofholm: And he paid me a small fortune to hire me to help him do that.

113

00:13:21.890 --> 00:13:25.389

Eric Lofholm: And he's... Been a client in the past.

114

00:13:25.690 --> 00:13:31.710

Eric Lofholm: And how I... he became a client is I did a nurture touch with him.

115

00:13:33.210 --> 00:13:35.689

Eric Lofholm: And it said something like.

116

00:13:35.850 --> 00:13:50.700

Eric Lofholm: you have greatness inside of you, or I believe in you. I'd have to look it up and see what it was. It wasn't, hey, can we hop on a call and get to know it? Can we reconnect? Nothing wrong with that. There's a place for that. But that wasn't this.

117

00:13:51.560 --> 00:13:53.629

Eric Lofholm: I just did a nurture touch to him.

118

00:13:54.570 --> 00:13:56.409

Eric Lofholm: And then he responded back.

119

00:13:58.230 --> 00:14:00.610

Eric Lofholm: And then I said, why don't we hop on a call?

120

00:14:01.520 --> 00:14:12.810

Eric Lofholm: And then we hopped on a call. And on that call, I asked him this question, do you have a company coach? Is there somebody coaching you and your partners? And he said no. And I said, I'd like to discuss that with you.

121

00:14:15.300 --> 00:14:20.710

Eric Lofholm: So, on that day that I reached out, I'm playing the prospecting game, and it was a nurture touch.

122

00:14:21.510 --> 00:14:25.280

Eric Lofholm: And it got me, a company account.

123

00:14:28.870 --> 00:14:30.400

Eric Lofholm: Everything counts.

124

00:14:33.640 --> 00:14:37.550

Eric Lofholm: I reached out to Luz Dalia Gerber, that's Michael Gerber's wife.

125

00:14:38.070 --> 00:14:40.189

Eric Lofholm: It was a Friday afternoon.

126

00:14:40.380 --> 00:14:52.340

Eric Lofholm: I had not hit my number for the day, my 25. I don't know if I hit the goal that day or not, but it was Friday afternoon, and what do most people... what are they doing Friday afternoon? They're not prospecting.

127

00:14:52.710 --> 00:14:59.440

Eric Lofholm: It's like, who's gonna prospect at Friday afternoon? Nobody's gonna be around answering the phone, nobody's gonna respond to me, it's Friday afternoon, that's a mindset.

128

00:15:00.100 --> 00:15:03.309

Eric Lofholm: I'm not thinking like that. I'm like, I need to hit my number.

129

00:15:04.530 --> 00:15:07.710

Eric Lofholm: Does that prospect lose Delia? Turned into that!

130

00:15:10.100 --> 00:15:16.399

Eric Lofholm: I wasn't prospecting her for Michael Gerber to speak at my event. Wayne, you might see yourself in the front row there.

131

00:15:16.930 --> 00:15:24.760

Eric Lofholm: Okay? I wasn't prospecting Luz Dahlia for this. I was connecting with her to just build relationship.

132

00:15:26.110 --> 00:15:30.769

Eric Lofholm: Michael Gerber's fee to speak at an event like this is \$25,000.

133

00:15:31.310 --> 00:15:34.320

Eric Lofholm: He spoke that day for me, for FREE!

134

00:15:36.230 --> 00:15:53.429

Eric Lofholm: And he swore like a sailor. He was in his early 80s, I think he just turned 90. I could not believe the F-bombs this gentleman was dropping on my crowd! This corporate guy, world-famous Michael Gerber, dropping F-bombs.

135

00:15:54.850 --> 00:16:00.140

Eric Lofholm: Alright, so now we're gonna get into... A different conversation

136

00:16:00.480 --> 00:16:04.400

Eric Lofholm: For you to explore something that you may have never looked at before.

137

00:16:04.640 --> 00:16:08.460

Eric Lofholm: I never explored Bing until about four and a half years ago.

138

00:16:08.700 --> 00:16:11.869

Eric Lofholm: And my mentor is this gentleman here, Steve Hardison.

139

00:16:12.130 --> 00:16:17.820

Eric Lofholm: And Steve Hardison is... In my view, the world's leading expert

140

00:16:18.220 --> 00:16:22.609

Eric Lofholm: On... how does the mind work in terms of getting results?

141

00:16:24.560 --> 00:16:27.330

Eric Lofholm: How does the mind work in terms of getting results?

142

00:16:30.280 --> 00:16:35.119

Eric Lofholm: I was talking to a client recently, and he was sharing with me that...

143

00:16:35.370 --> 00:16:43.829

Eric Lofholm: He wants more success, but then he's concerned if he gets more success, then there'll be some negative consequences.

144

00:16:45.620 --> 00:16:49.859

Eric Lofholm: Right? And so, he's got conflicting commitments.

145

00:16:50.450 --> 00:16:56.880

Eric Lofholm: And I was explaining to him that his beingness is not in alignment with his goals.

146

00:16:57.320 --> 00:17:02.499

Eric Lofholm: And we were going deep, So, let's talk about...

147

00:17:02.600 --> 00:17:06.170

Eric Lofholm: Prospecting, and let's go a little deeper.

148

00:17:06.560 --> 00:17:08.879

Eric Lofholm: So, what Hardison taught me...

149

00:17:10.720 --> 00:17:23.490

Eric Lofholm: was this, and this is in the notes, by the way, you guys can find the notes at hubPagerelay.com, and if you scroll down, for session 3, you can find the notes there, and you can find this information in there.

150

00:17:24.210 --> 00:17:34.379

Eric Lofholm: So, Hardison taught me reverse engineer results. He said, Eric, what produces results? What creates results? And I'm like, I don't know. He goes, action.

151

00:17:34.580 --> 00:17:36.870

Eric Lofholm: Action is upstream from results.

152

00:17:37.840 --> 00:17:39.110

Eric Lofholm: I was like, okay.

153

00:17:39.470 --> 00:17:57.880

Eric Lofholm: He says, what is upstream from action? Now, I've never heard... what I'm telling you guys right now, I'd never heard this before. Study Tony Robbins, Landmark, Think and Grow Rich, How to Win Friends and Influence People, Earl Nightingale, the list goes on and on, on, on, on. I love all... studying all these guys. Never, never in my whole experience had I ever seen this.

154

00:17:59.620 --> 00:18:04.290

Eric Lofholm: Hartson goes, what's upstream from action? I go, what? He goes, thought or language.

155

00:18:07.620 --> 00:18:13.329

Eric Lofholm: So check this out. If you say, I know I need to make more calls, but I never do it.

156

00:18:15.260 --> 00:18:17.289

Eric Lofholm: Okay, let me put that on the screen here.

157

00:18:18.820 --> 00:18:24.750

Eric Lofholm: You want to start noticing What are you speaking?

158

00:18:30.870 --> 00:18:34.150

Eric Lofholm: I know I need to make more calls.

159

00:18:35.720 --> 00:18:37.250

Eric Lofholm: But I never do it.

160

00:18:40.270 --> 00:18:45.140

Eric Lofholm: Okay? So, if that statement is upstream from action.

161

00:18:45.790 --> 00:18:52.400

Eric Lofholm: What kind of action would somebody take If they're declaring

162

00:18:53.320 --> 00:18:55.930

Eric Lofholm: I know I need to make more calls, but I never do it.

163

00:18:57.030 --> 00:19:06.230

Eric Lofholm: what they're gonna do is they're gonna do what they say, because ideas are powerful. If you say, I cannot stop eating ice cream.

164

00:19:06.710 --> 00:19:08.110

Eric Lofholm: Late at night.

165

00:19:09.090 --> 00:19:11.120

Eric Lofholm: You're gonna eat ice cream late at night.

166

00:19:13.560 --> 00:19:21.600

Eric Lofholm: And he goes, I can't figure it out, I don't know what's going on! I just... next thing you know, I got sitting down with a bowl of ice cream.

167

00:19:27.190 --> 00:19:29.819

Eric Lofholm: What's upstream from thought or language is being.

168

00:19:32.980 --> 00:19:35.629

Eric Lofholm: So, how do you shift your being?

169

00:19:36.520 --> 00:19:39.789

Eric Lofholm: Being, a simple way of explaining being.

170

00:19:40.900 --> 00:19:45.640

Eric Lofholm: Simple way, how I... how I explain it, is it's what you're declaring.

171

00:19:47.340 --> 00:19:49.150

Eric Lofholm: It's what you're declaring.

172

00:19:49.610 --> 00:19:53.439

Eric Lofholm: So, if you declare, I don't like prospecting.

173

00:19:54.590 --> 00:19:58.079

Eric Lofholm: That's gonna create... it's gonna put this whole thing in motion.

174

00:19:59.470 --> 00:20:05.010

Eric Lofholm: And I want you to get that there's... there's no... I teach there's no wrong thoughts, there's no wrong feelings.

175

00:20:05.350 --> 00:20:10.529

Eric Lofholm: It's not wrong to declare I don't like prospecting.

176

00:20:11.180 --> 00:20:14.009

Eric Lofholm: However, there are consequences to it.

177

00:20:15.940 --> 00:20:19.680

Eric Lofholm: Like, you'll make less money than you could've for the rest of your life.

178

00:20:21.370 --> 00:20:23.079

Eric Lofholm: All from words.

179

00:20:24.920 --> 00:20:28.920

Eric Lofholm: I want you to get that you can lose interest in a thought.

180

00:20:30.270 --> 00:20:37.180

Eric Lofholm: You go, but Eric, I don't like prospecting. Okay, I get that, but that thought is not helping you.

181

00:20:37.840 --> 00:20:43.229

Eric Lofholm: That thought does not help you make more prospecting outreaches. So, consider losing interest.

182

00:20:43.940 --> 00:20:46.330

Eric Lofholm: Even if you think it's true, you don't have to speak it.

183

00:20:49.430 --> 00:20:55.460

Eric Lofholm: You see, if you declare, I have a short fuse, What's gonna happen?

184

00:20:55.870 --> 00:20:57.940

Eric Lofholm: Situation's gonna occur.

185

00:20:58.640 --> 00:21:07.479

Eric Lofholm: and you're gonna be, you know, more aggressive, more angry, more whatever that means to you to have a short fuse. That's... you're gonna create that in your reality.

186

00:21:09.550 --> 00:21:17.069

Eric Lofholm: Here's what I'm suggesting. Instead of saying, I have a short fuse, you could start saying, I am infinitely patient.

187

00:21:19.910 --> 00:21:21.750

Eric Lofholm: And you'll be a different human being.

188

00:21:24.070 --> 00:21:26.719

Eric Lofholm: There are people that transform all the time.

189

00:21:27.990 --> 00:21:30.009

Eric Lofholm: I see it in my clients.

190

00:21:30.980 --> 00:21:38.469

Eric Lofholm: Sylvia right now. Sylvia is somebody who... let me just see if she happens to be on the call right now. Sylvia is going through...

191

00:21:38.750 --> 00:21:41.150

Eric Lofholm: An incredible transformation right now.

192

00:21:41.280 --> 00:21:43.110

Eric Lofholm: Yeah, Sylvia's on the call.

193

00:21:43.270 --> 00:21:48.809

Eric Lofholm: Sylvia, I see the transformation, and it's just so beautiful to watch.

194

00:21:48.970 --> 00:21:51.830

Eric Lofholm: It's beautiful to watch her choo...

195

00:21:51.940 --> 00:21:55.249

Eric Lofholm: Elizabeth's, who just hit the heart button. Elizabeth's another person.

196

00:21:55.540 --> 00:21:59.780

Eric Lofholm: When I started working with Elizabeth, Her declaration was.

197

00:21:59.910 --> 00:22:02.459

Eric Lofholm: Either I'm retired or I'm semi-retired.

198

00:22:02.780 --> 00:22:07.399

Eric Lofholm: Well, what kind of business action does somebody take who's retired or semi-retarded? Not much.

199

00:22:07.940 --> 00:22:16.169

Eric Lofholm: And the other day, I think Elizabeth, because I do accountability with her, I think she reported to me she did 38 reach-outs in one day, guys.

200

00:22:17.410 --> 00:22:19.919

Eric Lofholm: Five months ago, she semi-retired, retired.

201

00:22:21.080 --> 00:22:23.090

Eric Lofholm: Shit, 30, 38 reach-outs.

202

00:22:23.890 --> 00:22:26.080

Eric Lofholm: And she's all about helping people with their health.

203

00:22:26.530 --> 00:22:29.330

Eric Lofholm: So she's being a stand to help people with their health.

204

00:22:31.240 --> 00:22:33.880

Eric Lofholm: Just like I'm being a stand to help you with your prospecting.

205

00:22:34.350 --> 00:22:36.910

Eric Lofholm: So, we have the ability to change.

206

00:22:37.910 --> 00:22:42.839

Eric Lofholm: You have the ability... It's not what I want.

207

00:22:43.420 --> 00:22:48.860

Eric Lofholm: I want... I think this is what I want. Let me make sure I got the right notes up.
Nope, let me find it.

208

00:22:51.650 --> 00:22:52.950

Eric Lofholm: There we go.

209

00:22:53.480 --> 00:22:56.560

Eric Lofholm: You have the ability to change.

210

00:22:59.360 --> 00:23:06.849

Eric Lofholm: And I have the ability to help you change, just like I'm helping Sylvia, and I'm helping Elizabeth, and if you're not currently one of my clients, I'd love to help you.

211

00:23:09.690 --> 00:23:15.619

Eric Lofholm: And there are ideas like what Hardison taught me. By the way, what I paid Hardison to teach me this stuff?

212

00:23:16.870 --> 00:23:18.830

Eric Lofholm: 45 grand I paid him.

213

00:23:20.460 --> 00:23:36.490

Eric Lofholm: You go, 45 grand? What'd you get for that? I got a day. That's... that's his day rate, guys, no joke. Go look on his website, The Ultimate Coach, you can look him up, all his prices are posted, he doesn't offer discounts, there's no payment plan, and he only coaches in person.

214

00:23:37.810 --> 00:23:49.240

Eric Lofholm: That's why this photo's taken at his house. He only coaches at his house. He has an office out by the pool, and so I coached with him for a day. We did 4 two and a half hour sessions, which is a day.

215

00:23:49.880 --> 00:23:51.930

Eric Lofholm: And in one of those days.

216

00:23:54.090 --> 00:23:55.439

Eric Lofholm: This is what he taught me.

217

00:23:57.160 --> 00:23:59.270

Eric Lofholm: And I started learning how to shift my being.

218

00:24:00.320 --> 00:24:02.950

Eric Lofholm: I started learning how to notice what I'm declaring.

219

00:24:03.630 --> 00:24:06.170

Eric Lofholm: And realizing I can declare something different.

220

00:24:08.270 --> 00:24:09.480

Eric Lofholm: As you can.

221

00:24:10.520 --> 00:24:11.829

Eric Lofholm: If you want to.

222

00:24:12.140 --> 00:24:31.800

Eric Lofholm: You could get good at prospecting. You could become great. You could become the best prospector in your company. You could become elite. You could master it. You have it within you. If Elizabeth could go from semi-retired retired, to doing 38 reach-

outs, to reach out to human beings to make a difference in their life and their health, if she can do it, you can do it.

223

00:24:35.380 --> 00:24:37.719

Eric Lofholm: So the next, next aspect of this.

224

00:24:37.840 --> 00:24:43.550

Eric Lofholm: is the three distinctions of being. We're always being, we can observe our being, we can shift our being.

225

00:24:43.630 --> 00:25:01.879

Eric Lofholm: So, you guys on this call, type in the chat, just for fun, how long have you been doing personal development, studying the mind, studying business? How long have you been in this conversation of, you know, Tony Robbins, Think and Grow Rich, Louise Hay? Put in the chat, how long have you been in this conversation?

226

00:25:02.230 --> 00:25:09.189

Eric Lofholm: My journey began 1988 with a book by Louise Hay, okay? Dennis, 50 years.

227

00:25:09.900 --> 00:25:12.759

Eric Lofholm: Jenny, 2008. Diane, 4 years.

228

00:25:13.870 --> 00:25:20.779

Eric Lofholm: Jennifer, 5 years. Joseph, 40 years. Marcus, 25 years. Gina, since high school.

229

00:25:20.910 --> 00:25:30.380

Eric Lofholm: Kimberly, over 20 years. Rich... Rachel, 50 years. 2007, okay? So look, you guys are super evolved. I love it.

230

00:25:32.300 --> 00:25:35.080

Eric Lofholm: I love that, that you're here wanting to learn more.

231

00:25:36.110 --> 00:25:48.229

Eric Lofholm: But see, even somebody as evolved as you are, oftentimes... you can observe your being, all of you can. You notice who you're being, you take a look, you might not call it being, but you're very self-aware.

232

00:25:48.350 --> 00:25:51.449

Eric Lofholm: But when you say to yourself, I have a short fuse.

233

00:25:51.680 --> 00:25:53.420

Eric Lofholm: Did you know you could shift it?

234

00:25:53.790 --> 00:26:00.390

Eric Lofholm: When you say to yourself, I know I need to prospect more, but I never do it, did you know you could shift it? Did you know how to shift it?

235

00:26:05.690 --> 00:26:07.950

Eric Lofholm: So I want you to be present to this.

236

00:26:08.340 --> 00:26:13.400

Eric Lofholm: That you have the ability to shift your being, as Hardison would say, only always.

237

00:26:14.550 --> 00:26:16.720

Eric Lofholm: In any and every area of your life.

238

00:26:16.890 --> 00:26:21.760

Eric Lofholm: You could be going through the motions in your marriage, 2...

239

00:26:21.930 --> 00:26:24.919

Eric Lofholm: being I'm the world's greatest husband or the world's greatest wife.

240

00:26:25.910 --> 00:26:34.899

Eric Lofholm: So that's my declaration, I'm the world's greatest husband. It's not a brag, I'm not comparing myself to you if you're a husband, I'm declaring that's how I show up for my wife.

241

00:26:36.950 --> 00:26:41.010

Eric Lofholm: So, you can declare that in any air job, in your fitness.

242

00:26:41.540 --> 00:26:44.880

Eric Lofholm: If you've been declaring, every time I go on a diet, I cheat.

243

00:26:45.340 --> 00:26:51.020

Eric Lofholm: So next diet, you're gonna go on, what are you gonna do? You're gonna cheat on it. Every time I go on a diet, I cheat. That's your declaration, that's your reality.

244

00:26:52.570 --> 00:26:57.389

Eric Lofholm: I used to be, every time I go out and died, I cheat. Now I am, I follow through and do what I say.

245

00:26:58.160 --> 00:26:59.850

Eric Lofholm: And watch the weight fall off.

246

00:27:04.730 --> 00:27:11.890

Eric Lofholm: So, I'm gonna give you guys 3 minutes right now to answer these two questions in writing. You don't need to put it in the chat, it's just for yourself. Just explore this.

247

00:27:13.360 --> 00:27:15.640

Eric Lofholm: Who have you been being around prospecting?

248

00:27:17.120 --> 00:27:20.699

Eric Lofholm: And who do you need to be around prospecting to create what you want?

249

00:27:20.860 --> 00:27:25.699

Eric Lofholm: You have 3 minutes on that, go ahead and do that for me now, and I'll see you back here in 3 minutes.

250

00:28:31.890 --> 00:28:33.919

Eric Lofholm: Got about 90 more seconds.

251

00:28:34.540 --> 00:28:37.209

Eric Lofholm: What you're doing right now could transform your life.

252

00:28:59.190 --> 00:29:01.009

Eric Lofholm: 30 more seconds.

253

00:29:36.320 --> 00:29:42.540

Eric Lofholm: Okay. If you saw something for yourself, Just now.

254

00:29:42.710 --> 00:29:46.180

Eric Lofholm: In that reflection, just type yes in the chat.

255

00:29:47.430 --> 00:29:51.650

Eric Lofholm: And if you saw something for yourself, I want you to know...

256

00:29:51.790 --> 00:29:55.339

Eric Lofholm: That you can be that new version of you.

257

00:29:57.250 --> 00:29:58.720

Eric Lofholm: And you could choose it.

258

00:30:03.420 --> 00:30:06.720

Eric Lofholm: And what that'll do is it'll open up new possibility for you.

259

00:30:09.380 --> 00:30:14.150

Eric Lofholm: Prospecting is so directly tied to your income.

260

00:30:18.030 --> 00:30:21.360

Eric Lofholm: You know, social media can work or not.

261

00:30:21.700 --> 00:30:25.549

Eric Lofholm: AI can work or not, as far as making you more money.

262

00:30:25.870 --> 00:30:28.110

Eric Lofholm: Networking can work or not.

263

00:30:29.140 --> 00:30:34.240

Eric Lofholm: Right? But prospecting... it is just, like, such a direct connection.

264

00:30:36.240 --> 00:30:38.549

Eric Lofholm: In your ability to create what you want.

265

00:30:42.170 --> 00:30:50.130

Eric Lofholm: An electronic outreach, so if you send somebody a text, I always say it takes about 2 minutes. Sometimes it's less than 2 minutes.

266

00:30:51.370 --> 00:30:57.179

Eric Lofholm: Direct message on Instagram, about 2 minutes. LinkedIn direct message, about 2 minutes.

267

00:30:59.170 --> 00:31:01.670

Eric Lofholm: Sometimes less, sometimes a little bit more.

268

00:31:02.810 --> 00:31:09.490

Eric Lofholm: So, if you were gonna do 5 outreaches in a day, it's only 10 minutes, guys! Everybody's got 10 minutes.

269

00:31:10.570 --> 00:31:12.860

Eric Lofholm: It's not a heavy lift, at all.

270

00:31:13.870 --> 00:31:17.269

Eric Lofholm: And every single outreach that you do, it's creating possibility.

271

00:31:18.640 --> 00:31:23.829

Eric Lofholm: I taught this on Class 1, it's the Million Dollar Prospecting Mindset.

272

00:31:24.410 --> 00:31:29.559

Eric Lofholm: I'm gonna put it in the chat. When I prospect, I win. When I book the appointment, I double win, I win no matter what.

273

00:31:30.190 --> 00:31:37.030

Eric Lofholm: You take this idea, Right? We're not focusing on them rejecting us.

274

00:31:37.960 --> 00:31:42.299

Eric Lofholm: We're focused on the activity, and then you gamify it.

275

00:31:43.240 --> 00:31:47.360

Eric Lofholm: So this, combined with gamification.

276

00:31:48.910 --> 00:31:55.809

Eric Lofholm: is transformational. As simple as it is. I'm telling you exactly how I do it. I have this mindset, and I gamify it.

277

00:31:56.070 --> 00:31:58.110

Eric Lofholm: And I roll up the sleeves and I get it done.

278

00:32:01.350 --> 00:32:08.290

Eric Lofholm: So, we did this in the first two classes, we're gonna do it right now. I'm gonna give you guys 7 minutes. You have...

279

00:32:08.390 --> 00:32:22.109

Eric Lofholm: 7 minutes to reach out to 3 people, go ahead, do that for me now. You can do a nurture touch, you can invite somebody to something, you can thank somebody, you can... hey, thanks for accepting my connection request on Facebook.

280

00:32:22.440 --> 00:32:31.179

Eric Lofholm: on LinkedIn, you can follow up with somebody, you can check in with somebody. So go ahead and do that for me now, and I'll see you guys back here in 7 minutes.

281

00:33:45.550 --> 00:33:47.060

Eric Lofholm: You're doing great.

282

00:33:47.320 --> 00:33:50.429

Eric Lofholm: Keep going, see if you can do at least 2 more.

283

00:34:42.960 --> 00:34:46.899

Eric Lofholm: Great job, keep going. Ask yourself, who else could I reach out to?

284

00:34:49.710 --> 00:34:52.640

Eric Lofholm: Do I have a Zoom meeting I want to invite people to?

285

00:34:55.310 --> 00:34:58.470

Eric Lofholm: Do I want to say happy birthday to somebody on social media?

286

00:34:58.960 --> 00:35:00.949

Eric Lofholm: See if you can do 2 more, keep going.

287

00:35:35.720 --> 00:35:42.329

Eric Lofholm: If you have your phone handy, you could scroll through your text history, see if there's anybody that you can reply back to as a touch.

288

00:35:42.720 --> 00:35:44.740

Eric Lofholm: Everything counts. Keep going.

289

00:36:40.690 --> 00:36:45.160

Eric Lofholm: You're doing great. See if you can do one more. See if you can get one more done.

290

00:36:53.740 --> 00:36:57.380

Eric Lofholm: Gonna go for about 30 more seconds. See if you can do one more.

291

00:37:37.030 --> 00:37:46.370

Eric Lofholm: Alright, type in the chat, if you did this right now, put in the chat how many were you able to do? Did you do one? One is great. Did you do two?

292

00:37:46.860 --> 00:37:50.060

Eric Lofholm: Did you do... 4?

293

00:37:50.900 --> 00:37:56.190

Eric Lofholm: The game was to try to do 3 in 7 minutes, and look, if you did 1, that's still great!

294

00:37:56.930 --> 00:38:06.829

Eric Lofholm: Okay? So Marie did 11, Shell did 3, Latha did 4, Sandra did 4, Diane did 3, Greta did 7.

295

00:38:06.950 --> 00:38:12.060

Eric Lofholm: Dennis did 4. Tamara did 1, that's great! 1's great! Bob, one's great!

296

00:38:12.600 --> 00:38:18.850

Eric Lofholm: Gary did 5 and he set an appointment. Did anybody get a response? If you got a response, type yes in the chat if anybody responded to you already.

297

00:38:19.180 --> 00:38:21.419

Eric Lofholm: Adrian did one, great job!

298

00:38:21.820 --> 00:38:26.349

Eric Lofholm: Rachel did 4, great job! RJ, 4. Jenny, 3!

299

00:38:27.070 --> 00:38:32.529

Eric Lofholm: Brian 3, and he got a confirmation. Rick did 1, great job, Urban did 6. Ann did 2.

300

00:38:33.100 --> 00:38:43.869

Eric Lofholm: Frank did 2 in his chicken list! And he got... he got appointments, way to go! Brian got a response, Diane got a response. Marie out of 11 got 3 responses!

301

00:38:45.340 --> 00:38:54.679

Eric Lofholm: Okay, that's awesome. So many of you respond. If that was easy, type in the chat, that was easy. Alright? What I love about doing that is...

302

00:38:54.920 --> 00:38:58.200

Eric Lofholm: Excuse me. Is it is easy.

303

00:38:58.430 --> 00:39:00.930

Eric Lofholm: When you do it this way, you apply the system.

304

00:39:02.630 --> 00:39:05.429

Eric Lofholm: So, I want to share with you guys a story.

305

00:39:08.220 --> 00:39:17.879

Eric Lofholm: And it's my all-time favorite prospecting story. It's a story about... about Rick Berry, and this is Rick Berry. He's a retired basketball player, he's in his 80s.

306

00:39:17.950 --> 00:39:31.879

Eric Lofholm: He was an NBA champion, known for the underhand free throw shot, some of you are familiar with that. So he's a world-famous basketball player, and I got this crazy idea that Rick Berry was gonna coach my son in basketball.

307

00:39:32.750 --> 00:39:34.790

Eric Lofholm: Now, I didn't know Rick Berry.

308

00:39:35.210 --> 00:39:36.950

Eric Lofholm: And Rick Berry didn't know me.

309

00:39:37.660 --> 00:39:41.660

Eric Lofholm: And I prospected him over Facebook. Facebook Messenger.

310

00:39:41.980 --> 00:39:46.459

Eric Lofholm: And we were not Facebook friends. And this is the message that I sent him.

311

00:39:46.620 --> 00:39:51.850

Eric Lofholm: Hi, Rick, my name is Eric Offholm. I'm reaching out to see if you'd be open to doing a trade.

312

00:39:52.150 --> 00:40:04.449

Eric Lofholm: I have a large following for my sales training company. I could promote you to my database and produce leads for your financial venture with Mitch Yellen. In exchange, I would be interested in a 30-minute basketball session with my 14-year-old son.

313

00:40:04.520 --> 00:40:17.639

Eric Lofholm: He's a very determined kid. He regularly goes to the gym to train at 6 AM. If you're open to this, my son and I would meet you at the gym you use to make it convenient for you. Let me know your thoughts. Warmly, Eric Hoffman. So off went the Facebook message.

314

00:40:20.260 --> 00:40:22.860

Eric Lofholm: Now, if you've ever seen that movie Dumb and Dumber.

315

00:40:23.110 --> 00:40:26.259

Eric Lofholm: when Jim Carrey ass out Lauren Hawley.

316

00:40:27.640 --> 00:40:37.280

Eric Lofholm: And she goes, there's a 99.999% chance I'm not gonna go out with you. And Jim Carrey says, so there is a chance!

317

00:40:37.550 --> 00:40:40.809

Eric Lofholm: So if you were sitting next to me when I sent this Facebook message.

318

00:40:40.960 --> 00:40:47.740

Eric Lofholm: And you said to me, Eric, what are you doing? I go, I'm sending a message to Rick Berry. And you go, the basketball player? I go, yeah.

319

00:40:47.910 --> 00:40:50.460

Eric Lofholm: And you go, oh, I didn't know you knew Rick Berry.

320

00:40:50.910 --> 00:40:52.410

Eric Lofholm: And I go, I don't.

321

00:40:53.020 --> 00:41:00.889

Eric Lofholm: You don't know Rick Gray? No. Oh, okay. Well, how did you reach out to him? I sent him a Facebook message. Oh, are you guys friends on Facebook?

322

00:41:01.460 --> 00:41:02.400

Eric Lofholm: No.

323

00:41:02.820 --> 00:41:09.830

Eric Lofholm: Okay, so you don't know Rick Berry, Rick Berry doesn't know you, you're not friends on Facebook, you send him a Facebook message, what do you think's gonna happen?

324

00:41:10.910 --> 00:41:19.059

Eric Lofholm: well, he's gonna ghost me or say, no thanks, Eric, I'm busy, you know, with my life. And then you go, well, why did you do it then?

325

00:41:20.230 --> 00:41:23.619

Eric Lofholm: And my answer would be, because it's possible.

326

00:41:26.640 --> 00:41:29.030

Eric Lofholm: See, by applying my philosophy.

327

00:41:29.710 --> 00:41:39.029

Eric Lofholm: When I prospect, I win. When I book the appointment, I double win. I win no matter what. There are no losses. I'm not focused on what Rick Berry's gonna say, because I already know he's gonna ghost me or say no.

328

00:41:39.870 --> 00:41:41.510

Eric Lofholm: And so that's why I did it.

329

00:41:48.110 --> 00:41:50.399

Eric Lofholm: And I got that deal to the finish line.

330

00:41:57.370 --> 00:41:59.630

Eric Lofholm: amazing memory for my son and I.

331

00:42:06.610 --> 00:42:08.419

Eric Lofholm: What's possible for you?

332

00:42:10.110 --> 00:42:12.880

Eric Lofholm: When you have the courage to reach out to anybody.

333

00:42:13.250 --> 00:42:18.920

Eric Lofholm: And you take these ideas that I'm sharing with you, this is life-changing. This isn't a small thing.

334

00:42:22.060 --> 00:42:25.060

Eric Lofholm: And so, I'd like to invite you

335

00:42:26.220 --> 00:42:29.739

Eric Lofholm: To work with me, personally, in an accountability relationship.

336

00:42:30.560 --> 00:42:39.509

Eric Lofholm: to allow me to continue to train you, because you got a great taste for 3 days. We had a great 3-day training, and I want to continue to further develop you.

337

00:42:43.780 --> 00:42:46.010

Eric Lofholm: Pursue Prospecting mastery.

338

00:42:46.550 --> 00:42:48.800

Eric Lofholm: I have what I think is the best...

339

00:42:48.970 --> 00:42:53.530

Eric Lofholm: Prospecting training program on the planet, at any price, let alone 50 bucks a month.

340

00:42:54.610 --> 00:42:57.700

Eric Lofholm: And so I'm gonna make you guys a very special offer.

341

00:42:58.540 --> 00:43:00.480

Eric Lofholm: Prospecting Mastery.

342

00:43:00.910 --> 00:43:09.370

Eric Lofholm: It's an easy lift, guys. We meet 15 minutes a week. Friday mornings, 8 AM Pacific, 15 minutes, you do it live or the recording.

343

00:43:10.550 --> 00:43:20.559

Eric Lofholm: So if you can't make it live, you're busy running sales calls, doing your life, taking the kids to school, whatever, no problem. Just 15... it's 15 minutes a week to work on your prospecting skills.

344

00:43:22.690 --> 00:43:25.260

Eric Lofholm: So, we have the training, and then we have accountability.

345

00:43:25.740 --> 00:43:33.499

Eric Lofholm: There's 3 levels of accountability. We have a Facebook group where you can post your numbers. None of this is required, it's just available.

346

00:43:34.760 --> 00:43:38.920

Eric Lofholm: Because we'll often do more for others than we'll do for ourselves.

347

00:43:39.260 --> 00:43:42.519

Eric Lofholm: So we have a Facebook group, you can text or email me.

348

00:43:42.670 --> 00:43:49.260

Eric Lofholm: Up to once a day. And what do you do? You just send me your number. Eric, I did 10 today, I did 12, I did 14, I did 4, I did 100.

349

00:43:50.330 --> 00:43:52.439

Eric Lofholm: And then we check in on our weekly Zoom.

350

00:43:54.540 --> 00:43:58.940

Eric Lofholm: So, it's a lifetime program for a one-time payment of \$997.

351

00:44:00.130 --> 00:44:03.759

Eric Lofholm: And then we've got some incredible things that we're doing.

352

00:44:05.100 --> 00:44:08.890

Eric Lofholm: with the prospecting accountability. So, being in this program.

353

00:44:09.020 --> 00:44:17.570

Eric Lofholm: You having prospecting accountability, relationship with me, it's gonna cause you to do more reach-outs, just like Elizabeth, who did her 38 the other day.

354

00:44:18.640 --> 00:44:22.169

Eric Lofholm: So here, I got a bunch of bonuses for you guys.

355

00:44:22.370 --> 00:44:32.669

Eric Lofholm: The first bonus, when you sign up today, is you get our weekly 15-minute AI sales growth training that I lead. And AI, as you know, is changing every day.

356

00:44:33.280 --> 00:44:35.239

Eric Lofholm: This is the digital divide.

357

00:44:36.370 --> 00:44:45.280

Eric Lofholm: And the people that know how to use their CRM, that know AI, that know technology, that know social media, they have an advantage over the ones that don't, the ones on the left.

358

00:44:46.520 --> 00:44:53.179

Eric Lofholm: So, this is a photo of me, and I use AI to create the photo. So, this is how I look at life right now.

359

00:44:53.200 --> 00:45:11.250

Eric Lofholm: is I'm using these tools to get better literally every day. And every day, as I learn these things, I do a once-a-week training for everybody in the program. 15 minutes, you're gonna learn all my newest cool stuff. So I created this last night with Notebook LM. Some of you know about Notebook LM, some of you don't.

360

00:45:12.050 --> 00:45:17.550

Eric Lofholm: Well, it's a pretty cool tool. This was created for me in about 30 seconds.

361

00:45:18.460 --> 00:45:23.919

Eric Lofholm: And this is just a sample. There's so many cool things I'd love to teach you, so you get the AI training for free.

362

00:45:24.890 --> 00:45:27.950

Eric Lofholm: Then the second training you get for free is the script training.

363

00:45:28.450 --> 00:45:30.790

Eric Lofholm: And that's \$997 value.

364

00:45:31.200 --> 00:45:37.119

Eric Lofholm: The script training is based on Dr. Moyne's research. Dr. Moyne's my mentor.

365

00:45:37.630 --> 00:45:40.030

Eric Lofholm: So he is the creator of the script training.

366

00:45:40.540 --> 00:45:44.910

Eric Lofholm: I invested 30 grand... To be coached by Him.

367

00:45:45.160 --> 00:45:49.150

Eric Lofholm: And with his permission, he said you could put it all in your script course.

368

00:45:49.310 --> 00:45:57.289

Eric Lofholm: So I got Dr. Moyne's brain in the script course, and we train on that for 15 minutes twice a month. Get a lifetime membership to that.

369

00:45:59.220 --> 00:46:02.770

Eric Lofholm: Now, yesterday we worked on scripts for your prospecting.

370

00:46:03.190 --> 00:46:08.750

Eric Lofholm: In the scripting course, we work on your main presentation, we work on objection handling, we work on closing, we work on referrals.

371

00:46:08.870 --> 00:46:12.499

Eric Lofholm: You're gonna get invited as part of this program. This is not required.

372

00:46:13.260 --> 00:46:17.280

Eric Lofholm: But if you want to get better at scripting, we're doing a 2-day Zoom bootcamp.

373

00:46:18.570 --> 00:46:22.770

Eric Lofholm: And we're gonna roll up the sleeves, and you're gonna get a bunch of scripts done, it's gonna be amazing.

374

00:46:23.450 --> 00:46:26.830

Eric Lofholm: So that's happening, and we teach this usually once a year.

375

00:46:27.140 --> 00:46:31.069

Eric Lofholm: So, you have a lifetime access to coming to the scripting Bootcamp.

376

00:46:31.420 --> 00:46:37.619

Eric Lofholm: Live or the replay. Bonus 3 is our Sales Mastery course. That's \$2.99 value.

377

00:46:38.120 --> 00:46:40.980

Eric Lofholm: Bonus 4, lifetime membership.

378

00:46:41.270 --> 00:46:47.839

Eric Lofholm: So, this program that I'm presenting to you right now is on my website right now at \$997 for one year.

379

00:46:48.250 --> 00:46:56.580

Eric Lofholm: So for the challenge, I'm like, look, we're just gonna, like, throw in everything, including lifetime membership. So that means no additional fees or dues.

380

00:46:56.770 --> 00:47:04.009

Eric Lofholm: Your lifetime in AI, your lifetime in Sales Mastery Course, your lifetime in scripting, your lifetime in prospecting.

381

00:47:05.080 --> 00:47:08.050

Eric Lofholm: Bonus 5, if you have any family members that sell.

382

00:47:08.540 --> 00:47:12.289

Eric Lofholm: You can add up to 3 family members. If your brother, your kids.

383

00:47:12.520 --> 00:47:15.669

Eric Lofholm: They'll also have lifetime membership on all the programs.

384

00:47:16.930 --> 00:47:21.390

Eric Lofholm: So, this is the total offer. It's over \$7,000 in value.

385

00:47:23.770 --> 00:47:26.309

Eric Lofholm: We're knocking 500 off the price.

386

00:47:26.860 --> 00:47:30.210

Eric Lofholm: So, it's not \$4.97 a month.

387

00:47:30.800 --> 00:47:33.190

Eric Lofholm: And it's not \$497 a year.

388

00:47:33.340 --> 00:47:36.960

Eric Lofholm: It's \$497 one time for this membership.

389

00:47:37.200 --> 00:47:39.390

Eric Lofholm: And then we have a \$50 a month option.

390

00:47:39.700 --> 00:47:52.939

Eric Lofholm: So, the \$50 a month option's 12 payments of \$50. If you do the math, that comes out to \$600. So, if you pay in full, you save \$101. If you do the payments, then you don't have to put the money up front, you just do \$50 up front.

391

00:47:54.370 --> 00:47:59.390

Eric Lofholm: So, I'm gonna give you an extra bonus here, and let me put the link in the chat.

392

00:47:59.690 --> 00:48:01.619

Eric Lofholm: So you know where to go to sign up.

393

00:48:02.630 --> 00:48:07.349

Eric Lofholm: The website is EliteSalesTraining.com.

394

00:48:07.830 --> 00:48:13.659

Eric Lofholm: And I had my assistant put up a special... this special offer

395

00:48:13.770 --> 00:48:18.190

Eric Lofholm: A couple of days ago. So we changed the website just for this class.

396

00:48:18.710 --> 00:48:23.590

Eric Lofholm: You go to EliteSalesTraining.com, and I'll, pop it up here.

397

00:48:24.650 --> 00:48:34.090

Eric Lofholm: It says to adopt Courage to Call Anyone Challenge Special. So this was built, guys, for this. Four courses for the price of one, and it gives you everything that's included.

398

00:48:35.360 --> 00:48:36.900

Eric Lofholm: It's all there.

399

00:48:39.120 --> 00:48:45.839

Eric Lofholm: And then, we're gonna do a little fun thing, and this is on the honesty policy, because some of you are watching live, and some of you are watching the recording.

400

00:48:45.970 --> 00:48:52.440

Eric Lofholm: So, on the honesty policy, if you sign up in the next 10 minutes, then I'm gonna bonus you

401

00:48:53.000 --> 00:48:55.750

Eric Lofholm: With a 30-minute, one-on-one coaching call with me.

402

00:48:56.240 --> 00:49:05.479

Eric Lofholm: And on that call, we can work on prospecting, we can work on scripting, we can work on AI, whatever you want to work on. And then, if you want me to record the call, I'm happy to record the call.

403

00:49:06.590 --> 00:49:10.549

Eric Lofholm: So, in my view, at this price point.

404

00:49:10.710 --> 00:49:13.730

Eric Lofholm: And I know that you guys love learning.

405

00:49:14.610 --> 00:49:16.909

Eric Lofholm: And I love learning just like you guys.

406

00:49:17.130 --> 00:49:21.520

Eric Lofholm: And I've invested an estimated \$300,000 in my education.

407

00:49:22.200 --> 00:49:25.649

Eric Lofholm: So for this tiny, tiny investment.

408

00:49:26.330 --> 00:49:32.260

Eric Lofholm: you're gonna have a lifetime membership to 4 separate programs that I have expertise in.

409

00:49:32.500 --> 00:49:40.960

Eric Lofholm: And so maybe you start off and you're just focused on the prospecting, and then maybe next year, oh, let me jump into that AI class. Maybe the year after that, let me do that scripting class.

410

00:49:41.240 --> 00:49:44.149

Eric Lofholm: You're... let's say you're married, and your spouse

411

00:49:44.330 --> 00:49:52.130

Eric Lofholm: sees all the growth you're having, and you're like, hey, it's a family membership too, do you want to do the class with me? And they go, sure.

412

00:49:52.240 --> 00:50:02.189

Eric Lofholm: And then you reach out to me, and you go, hey, my spouse wants to do the program. Did I get that right? Did they get to do it with me, and they don't have to pay? I go, yeah. That's the family membership that I offered.

413

00:50:05.430 --> 00:50:07.179

Eric Lofholm: I'm gonna wrap with this.

414

00:50:10.450 --> 00:50:18.799

Eric Lofholm: We've done pro- great training. If you've enjoyed the training, just type yes in the chat. If you're like, you know what, Eric? Wow, this has been a great... you gave it to us for free?

415

00:50:18.970 --> 00:50:26.500

Eric Lofholm: And my team, Wayne and Vicki, behind the scenes, the recordings and the notes, and all the things to just create this amazing experience for you guys.

416

00:50:26.660 --> 00:50:28.819

Eric Lofholm: This is just the tip of the iceberg.

417

00:50:29.750 --> 00:50:33.289

Eric Lofholm: The way that you get really good at prospecting is you keep working at it.

418

00:50:34.160 --> 00:50:40.230

Eric Lofholm: There's nobody more passionate about prospecting on the planet that teaches it than me.

419

00:50:40.680 --> 00:50:44.130

Eric Lofholm: And so you get to become... get to be... participate in the club.

420

00:50:45.630 --> 00:50:49.300

Eric Lofholm: 15 minutes a week, it's an easy lift, super affordable.

421

00:50:51.370 --> 00:51:00.859

Eric Lofholm: it's a no-brainer. Like, I've done as good a job as I can explaining it, encouraging it, motivating you guys to want to participate, making the offer as compelling as possible.

422

00:51:01.390 --> 00:51:12.479

Eric Lofholm: And so, what I'd like you to do right now is just take action. So the way to take action is you're gonna go to the website, EliteSalesTraining.com, you can pay with any major credit card or debit card.

423

00:51:12.630 --> 00:51:19.449

Eric Lofholm: The other way to order, that's my cell phone on the screen. And you can shoot me a text.

424

00:51:19.560 --> 00:51:33.309

Eric Lofholm: Gary said he just ordered. Gary, thank you for your order. You can shoot me a text, hey Eric, I want to sign up. Or shoot me an email, hey, I want to sign up. One of you signed up a couple days ago and did PayPal. We don't have PayPal on the website, but we do accept PayPal.

425

00:51:33.620 --> 00:51:41.729

Eric Lofholm: We do Venmo, we do Zelle, we do PayPal. So if you want to do Venmo, Zelle, or PayPal, you'll need to email me or text me.

426

00:51:42.100 --> 00:51:46.429

Eric Lofholm: And I want to say one final thing, and then we'll wrap the call.

427

00:51:47.350 --> 00:51:51.200

Eric Lofholm: I started my company when I was 28 years old.

428

00:51:52.210 --> 00:52:02.510

Eric Lofholm: I'm now 55, And I started offering lifetime memberships when I do specials like this back in 2005.

429

00:52:03.300 --> 00:52:05.760

Eric Lofholm: So for over 20 years.

430

00:52:06.230 --> 00:52:10.670

Eric Lofholm: Based on certain specials that I've offered, and some of you on this call are lifetime members of my program.

431

00:52:11.210 --> 00:52:16.590

Eric Lofholm: It's my intention to do this work, believe it or not, till over 100.

432

00:52:17.160 --> 00:52:22.839

Eric Lofholm: I don't have any vision to retire. So, you can run with me for the next several decades if you'd like.

433

00:52:23.020 --> 00:52:27.520

Eric Lofholm: And I'd love to help you achieve your goals and dreams. So that's gonna wrap up our call.

434

00:52:27.580 --> 00:52:43.900

Eric Lofholm: I appreciate you guys showing up today. And, Sylvia... Sylvia, I acknowledge you, I see your growth. Sylvia's transforming right now. Elizabeth, I acknowledge you, I see your growth. Adrian, it's great to see you on the call. Adrian's a client of mine, former professional hockey player.

435

00:52:44.130 --> 00:52:52.130

Eric Lofholm: And he goes out, he does incredible mindset training for people. Great to see you, Adrian, I'm so glad you showed up. Alex, thanks for joining. Ann, great to see you!

436

00:52:52.270 --> 00:53:16.159

Eric Lofholm: Annie, great to have you in class today. Araceli, thanks for joining. Armando, great to see you. Arturo, thanks for joining. Batula, thank you for being here. Belinda, thanks for joining. Bill, great to have you in class today. Bob, thanks for joining. Bradley, great to see you. Brett, thank you for joining. Looking forward to working with you, Brett, in the program. Brian, great to see you. Appreciate you being my client. Chris, thanks for joining today.

437

00:53:16.500 --> 00:53:23.820

Eric Lofholm: Christine, great to see you! Christine had a great breakthrough on our last call. I loved just watching Christine grow right now.

438

00:53:24.090 --> 00:53:36.839

Eric Lofholm: Beautiful to see, Christine. I know prospecting is something you've been wanting to get even better at. Claudia, always great to see you! Clay, thanks for joining. David, great to see you. Diane, thanks for joining. Dr. Cynthia!

439

00:53:36.950 --> 00:53:47.279

Eric Lofholm: Great to have you in class today. Ed, thanks for joining. Elizabeth, love your growth. You're just doing so great. I love how you just have that heart to help people with their health.

440

00:53:47.490 --> 00:53:59.059

Eric Lofholm: And you do the prospecting consistently, it's amazing. Frank, Frank's great prospector. Great to see you, Frank. Gary, thank you for being here. Gary, Wayne, thanks for joining. Gina, great to see you, Gina.

441

00:53:59.340 --> 00:54:16.269

Eric Lofholm: Gina, you can accomplish anything you want in your business. You are a lead at what you do. Greta, take action on the plan we created. Heather, great to see you! Jack, great to have you in class. Jane and Augustine, thanks for being here. Jenny, great to have you. Joseph, great to see you, Joseph!

442

00:54:17.000 --> 00:54:41.960

Eric Lofholm: Joy, Grace, thanks for joining. Kimberly, great to see you. Larry, thanks for joining today. Marcus, great to have you in class. Marie, I believe in you, thanks for joining. Michael, great to have you. Miranda, thanks for being here. Patty, great to see you. I think you and I have a call coming up. Rachel, thanks for joining. Renee, great to see you. Ruben,

thanks for joining. Saul, great to have you in class. Steven, thank you for joining. Urban, great to have you. Wayne, thanks for

443

00:54:41.960 --> 00:54:48.939

Eric Lofholm: all you do for ELL, and for helping support the event. Zoom user, thank you for joining. Have a great rest of your day, guys!

444

00:54:48.980 --> 00:54:52.130

Eric Lofholm: Look forward to next time we connect. We'll talk to you later! Bye-bye!