

026 - Generating Leads with the Right Messaging with Tom Poland

Tom Poland 0:00

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Podcast Intro 1:00

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, conversion.

Gert Mellak 1:10

Hello welcome, this is Gert Mellak Episode 26 of the SEO Leverage podcast. And today we have a very special guest, the author of well known and best selling books like Leadsology: The Science of Being in Demand or Marketing with Webinars. Tom Poland and thank you very much for taking the time to come to the show.

Tom Poland 1:28

Gert it's a privilege to be here. Thank you for the invitation.

Gert Mellak 1:31

Thank you so much. We got introduced by common contact, which I really appreciate. I believe, among our audience, we mostly have online business owners, coaches creators most between six, seven and eight figure businesses. And I think one of the issues they have, essentially is to convert really traffic in to leads. We're an SEO agency, we focused on driving traffic from Google to their site, qualified traffic based on the search queries. We do a lot of research here. But we really want to make sure this traffic isn't just visiting the site and pops off, but directly does something engaging with it. So we're definitely going to ask you a few questions. I you know, I think about too you know about lead lead generation. But first of all, could you give our listeners who might not know you a little bit of a background? What is leadsology, your brand all about? And where do you come from?

Tom Poland 2:28

Right, thanks. Well, I first of all, got back to front, I live in a little place called Castaways Beach, which is in a really tropical paradise and Queensland, Australia. I think there's 200 houses in our area and a beach and that's about it. I have clients and I think 27 cities around the world, last count it was I think it was 15 different time zones. And this is what I really love about what I do is that with the internet I can work. Our sand is literally a house out there literally on the sand next that next the waves on the beach. So I can work from here and I can work with clients all over the world. And I can do my marketing in the same way. So I love that about the internet. So many, many years ago, had, I've had several bricks and mortar businesses, manage teams of over 100 people 20 million revenue, taking three businesses international. And really the genesis of my current business started in 2007, when I'd finished with one of my businesses and was kind of looking for something to do, I guess, and I came across this word in the email that said web inar, I thought that's very clever, you know, you take a seminar, and you take the World Wide Web and you put them together to get a webinar. So the origins of my current business start that that day when I got that email invited me to attend a webinar. And of course, because it was beaming out of the United States, I had to get up at three o'clock in the morning to attend. And it was unfortunately, an underwhelming experience, you know, death by bullet point. And I went back to bed very disappointed, but then woke up later, I thought I think this thing's got potential, you know, we could take our meetings online. So I signed up for Go To Webinar way back in 2007. And started to launch the business based on based on webinars. And that's pretty much what I've been doing ever since.

Gert Mellak 4:17

Absolutely Interesting. Interesting. Yeah, the webinar webinar world has been changing quite a bit the remember the first webinar I was on, which was a really weird experience. But I think people have improved a little bit at least. But you might come across this step by bullet point, as you may, as you mentioned, is seen still on some on some webinars.

Tom Poland 4:35

Webinars don't have a monopoly on this by bullet point. Unfortunately, it's got some presenters do those seminars as well, but a webinar is it's doubly deadly because you can't switch your eyes to the person who's presenting like you could in a workshop or seminar, right. And that but we can get more into that later on. But yeah, so I think I think what you can get away with in a physical three dimensional environment, you definitely can't get away with that in a two dimensional webinar style environment.

Gert Mellak 5:04

Absolutely. I think on top of that everybody has their chat windows open their Slack, their whatever, just to make sure they they take the time during the webinar to not get bored. Right, you really kind of attract their attention. Yeah, absolutely. That's really, really interesting to study with through the webinars. We have ah seen your work and I think this is really something really interesting for our clients. So we have a framework we put our clients through on an ongoing basis for SEO consulting and one of the parts we always focus on is conversions. Okay, so many clients focus on traffic and know that they usually tend to do better when they have more

traffic, but don't establish conversions. And especially, what they don't do is establish lead conversions. So they might only check the traffic and just sales, but might not see a relation of if I get more opt ins, two months down the road and making more sales. So that is where we try to really focus our clients and we know, you have been doing quite some work when it comes to messaging, sort of having the right message attract the right kind of client. I was wondering if you could explore this topic a little bit for us. And for our listeners?

Tom Poland 6:11

Sure. Well the, when it comes to messaging, essentially, what we're talking about is the title of a webinar if you're presenting a webinar, but it doesn't have to be that, it could be your unique sales proposition on top of a website or etc. and messaging is a whole subset of marketing itself. It's a science in itself. But let me give you a little background because a lot of people relate to what I call the 40 minute coffee conversation. So let's say one of our listeners is got an interested prospect. And I happen to know the prospects got the money, that they've got the need for what our listeners has got this offering. And they say, well, let's have a cup of coffee and talk about. So over a one of those fabulous coffee houses of Vienna, maybe most of that I have been to, or in Spain, there's plenty there as well. And so over a cup of coffee, the conversation goes to and forth. And the prospect is asking our listener, what do you do for a living? And how do you work with the clients? What are the price points? What are the different options, and I have about 40 minutes because we've got a qualified prospect, they go Great, well, let's do some work together. We're the message, what we have to do is take that 40 minute conversation and put it into a five second soundbite like it's on a billboard. Someone's driving away on on down the autobahn, or freeway, and they see a billboard, can you put that 40 minute conversation onto that billboard to someone driving past at say, you know, 100 kilometers an hour, 60 miles an hour can go, Ah, I get it. And that's what you have to do with the message. So it's got to be very succinct, therefore, it needs to have three characteristics. It needs to be benefit rich, nothing about a program or a product or service or software, it's going to be the outcome of that it's going to be benefit rich, it needs to contain some specifics, because without the specifics, we don't get cut throat and I can give you some examples the moment. The third thing it has to be is, it has to be different. Because everyone has this thing in their brains called a reticular activating system. And its job is to filter out anything that's relevant, and to filter in anything that might be pertinent or timely or something that could be of interest or value to us. So if I set up a webinar and say, 'Come along and find out how to generate some leads', it's kind of, oh, it's kind of whoa, whoa, um, lots of people that say something like that, you know, figure out your marketing sector, as they come along and attend a demonstration of how my clients and 27 cities around the world are generating a weekly flow of inbound new client inquiries in less than an hour month. That's not a USP, it's not an elevator pitch. It's not it. It's longer than that, with the visual medium of communication, we get more real estate than we do with a traditional elevator pitch people saw it, someone asked me to dinner party, I'm never gonna say that. But it's not designed for dinner party it's designed for written medium website, webinar invitation email invitation to register for webinar. So give me another example. Max is a client does software for point of sale in fast food restaurants, people, McDonald's, Wendy's, Burger King, and so on. So before we applied those three characteristics, just shrink his 40 minute

conversation into a billboard message. He used to say, you know, what do you do for a living on his website, his business card. If you don't write a webinar, come along, we'll show our point of sale software for fast food restaurants. Again, not specific, not differentiated, and actually not benefit rich either. So once we applied the formula of benefit rich, specifically differentiation, what we get is come along and see how we increase the profits in fast food restaurants by 25%, less 90 less than 90 days. So we aren't using the sales and profits that actually is so suddenly we've got something that benefit rich. It contains specifics and it's highly to added to what all Max's competitors are doing, and that we get the cut through. And that's when we start generating action from the prospect, whether it's to click a link or attend a webinar or whatever it might be. So that's that sort of messaging in a nutshell.

Gert Mellak 10:14

Would you say it's interesting that we do two examples contained multiple numbers? You would you say multiple numbers in the messaging is important?

Tom Poland 10:22

No, it's the numbers are a subset of the specifics. So let's take another client, Karen, whose helps people with crippling anxiety. So with Karen, we're not using numbers or percentages, 27 cities, there's no increase in sales to 25%. It's around shifting from the paralysis of anxiety, to progressing in life with your relationships and your health and you and your career. So it's, it's no numbers involved. But there is definitely a shift from the paralysis of anxiety, which anyone who has anxiety other than the sort of the garden variety that I might have before breakfast, most mornings. They know how paralyzing and how crippling could this, so it's going from being paralyzing to progressing and so on. So we've just got to find a way of articulating the core benefit of working with, with the supplier. And we've got to put that into a way that it sounds different. And that's going to get the cuts through. And that invariably means that it contains some sort of specifics. That's benefit rich.

Gert Mellak 11:31

interesting, interesting, very interesting. So we've got we've got clients who have opt ins into email lists. And usually what we have seen where we've seen great success in conversions is having them really make the opt in specific to why someone came from search. So right, basing everything on when I go to Google, I want to solve a problem, I see a content that seems to solve my problem. If then there is an opt in that's really specific to my current problem. To the five minutes, I've taken out of my day, just to research this and find a solution, there is a much higher conversion rate. In in these cases, would you rather find a messaging per lead magnet? Or would you find an overall messaging for the entire brand

Tom Poland 12:17

We need, it needs to be per lead magnet. So in my case, the lead magnet as a webinar, but it could be a PDF, a downloadable guide, my book is is a lead magnet, people have to pay for it, but it's still a lead magnet. And I think to get context, we've got to look at the audience and I divide the mass audience. And this is an audience of people who might be interested from model, interested at one end of the spectrum to desperately keen at the other end of the

spectrum. I divide those into three categories. And so the type of lead magnet and what the promise or the very proposition that might vary. So we've got the, what I call the wanderers. And that's typically about 85% of any given audience, whether that's comes through SEO or depending on the ad or but or what the offers in SEO but, but it's typically around 85% of audiences, or what I call wanderers, kind of tire kickers, if you like, yeah, maybe got an interest, maybe you don't, but let's see what it is. And the wanderer is wants something that short, simple and shiny. So typically, the offer for them is the one page blueprint, or the one page checklist, or the one page mind map, but it's something that's short, and it's simple, and it's shiny. And that's typically the sort of thing we would offer in a pop up window. On our on our homepage, we have been there. Okay, so it's a one page interactive model. But it's short, simple assigning. And then you have the seekers. And the seekers just want to know where the sales pages, so, so seekers, this mine out with a pilot with a bye bye, I want some leads, I've heard a bit I've read your book, or I've been your webinar, whatever it is, or a friend referred me, you know, for goodness sakes, stop giving me all this fluff, I just want to buy and that but that's only 3% of the audience. So we've got 85% wanderers as short, simple signage, shiny, the seekers who just want to buy those want the sales page, so they can read a confirm, click the button and go ahead and buy or make the inquiry book a time one or the other. And that leaves you with the explorers and explorers of people who really want detail. And that's 12% of our audience. So they want to attend the whole webinar they want to attend, read the whole book, they want to do a five hour challenge, they want to read your PDF, they will pretty much devour everything that you can throw at them. But 12% of the people who may buy from you in the short term future within the next 30 to 90 days 12% of the 15%. So it's a big percentage of the total number of buyers. They need five exposures to a brand before they get ready to come out. That's quite a lot. So by having just one lead magnet one offer and failing to follow up with other offers, we're going to leave an awful lot of money on the table because the explorers have a need to explore the brand before they buy If we don't meet that need with our brand, then they go somewhere else to have that need met.

Gert Mellak 15:05

That's definitely really fascinating. I made some notes. let me recap this. So you you have lead magnets, and you have lead magnets for people in different areas for different types of categories, exactly categories, as you saying. So you say the 5% are essentially never going to buy, they just want to check out, take something with them

Tom Poland 15:26

They're not ready to buy yet.

Gert Mellak 15:26

Not not ready to buy yet, okay.

Tom Poland 15:26

I wouldn't say never, but not in the foreseeable future.

Gert Mellak 15:32

Right. It's definitely definitely relates to a lot of our community, I think because we have people reaching out to us after being 6, 8, 12 months on our mailing list. So this probably they probably started out as wanderers and at some point just came across and started to be seekers.

Tom Poland 15:48

Though the game has to shift people from the wanderers to being explorers to being seekers.

Gert Mellak 15:52

Absolutely, absolutely. So then the you get the seekers who want to go this this page is where we try to have clients make it really clear where someone can buy we have all all the all the prices and everything on the page. So someone who's ready to buy, please go ahead and, and do so. And then the explorers who really want to consume a lot of information, I think there is this is where many of our, our sites we analyze are failing initially, we don't have enough material would use it, would you say this is a probability?

Tom Poland 16:22

Absolutely, there's normally one lead magnet. So we all understand the concept of the funnel, you get leads and at the top for stuff that's free, and then you sell them something that's reasonably inexpensive, and then you nurture them, keep your brain to the brain to learn to buy your core product, and there's probably something in the back end. In my experience, the model is flawed, it's faulty. We're actually, we've got to find the sweet spot so that that top percent that you know, the the explorers and the 3% can get what they need relatively quickly. So the reason I love the webinar, is that if someone is serious about wanting to fix the lead generation problem, which is my thing, and if they're not prepared to commit an hour, assuming I've done a good job of promoting the webinar copywriting wise, but if they're not prepared to spend an hour with me, I don't think that they're serious. They're a wanderer. And on the other hand, if I just give them a couple of minutes soundbite with some social media, well, that's a wanderer, you know, that's, that's fine. But they're not going to be ready yet. So I liken the dinner, just imagine that, you know, it was a dating situation. webinar is kind of like, if you're interested in getting to know me, let's go out for a meal. Maybe we'll have a show where some coffee afterwards. If they say yes to their value proposition, they're not really interested in dating me, right. And social media, social media is kind of like a two minute speed dial, you know, it's no good at generating real new client inquiries. 99% of the time, because there's just not enough skin in the game for that person who's consuming the social media content for us to appreciate, yes, they have a serious interest. So on the other hand, if, you know if I invited someone to come to Australia to do a five day workshop, plus, that's too big a commitment. So we want to, we want to get my preferences to give people an offer, which signals a lead magnet, if you like that signals that have a very serious intent. But it's not such a big commitment that they'd be hesitant to take it. The free webinar is the equivalent of that dinner date, night out on the town. They're putting some skin in the game, they turn up to the webinar, assuming they turn up to the webinar, of course, but they're putting some skin in the game the going, I'm really interested in this particular subject.

Gert Mellak 18:48

Interesting. Yeah, definitely. I think very often websites are to continue with your with your dating example, where sites are really just shouting into a crowd, right? shouting into a crowd, whoever wants to wants to do business with me just come and obviously if you get a man and a decent amount of traffic, and many of our clients have been around for 8,10 years, 10 years ago, it was a very different game to get traffic, get organic traffic through SEO to your site. And essentially, it just it just works. It's still the same formula, but it just worked shouting to the crowd. And those 15% might eventually come in right but it definitely did very different today.

Tom Poland 19:25

So the number one reason why coaches consultants, SAS developers fail in their marketing attempts, is that they don't offer the prospects that first date. It's really premature proposition. If people get on my website, they will struggle to find out how to buy the program. I know that might be contradictory, but because what I said before is you want for the seekers to find out very quickly. Everyone goes to the webinar though, everyone goes to the webinar, our website traffic, we have a little Bob there that nudges people towards generate for the webinar, because what you want to do, is you want to speak with people on the webinar who are seriously interested. I've always talked about the fact that a one hour webinar or 90 minute webinar is enough for people to have some skin in the game. So if they attend that they do, they have a serious intent to fix the lead generation problem. When I get 500, 1000, or 4000 people registering for a webinar, I can do all the motivation with that group, I can do the education of how I work with my clients with that group, I can do the elimination of the people who aren't a fit with the whole group, I can do the education, the motivation, the qualification, all with a group. And then when I meet with people, one on one, to talk about whether we should work together, it's all been done in the group, we really that person is just coming to that meeting with me that post webinar, pre client engagement meeting, I call it a consult, you really just hoping to confirm that working together is the right thing to do. So eliminates the need for selling. Selling is what people have to do in the marketing sucks. You know, we've we've got 500 people or 1000 people, whatever it is in the webinar, when I run a webinar, it's a demonstration of how I work with my clients. It's not a free training webinar, SAS developers, it's the demonstration of how this software works, Consults, it's a demonstration of how they work with their whatever industrial manufacturing clients, etc, etc. So it's not positioned as a training webinar, because we want to have an open and transparent value proposition. It's a demonstration of how it was my clients in 27 cities around the world have generated with 1000 down leads and placed on their events using webinars. So I've done that before.

Gert Mellak 21:43

I suppose I will schedule a practice.

Tom Poland 21:47

So you, you know the idea of someone coming to a website, and then going yeah, I think I'll make it you know, I know it's gonna be 50 or \$100,000, we need to spend but I think I'll make that inquiry even though I've never met Tom. It's pretty unlikely. It's, it's, if I go I giving people

that offer before we've had that first date before we've had the webinar. It's premature proposition. It's like, I met my now wife, I mean, I literally saw her across the other side of a crowded room. And I have to say, I fell in love straight away. And then but if I'd gone up to her and said, Look, introduce myself, you know, my name is Tom, you don't know me, but could we get married? I probably wouldn't have probably wouldn't have had much success with that approach. And yet, I mean, it's such a silly idea, we can laugh at it. And yet, this is what people are doing very often with the website, is they get some traffic there. And they go, Oh, do want talk, should we go out? You know, should we have a date. So we get married, you got to give me some money, or post post COVID or pre COVID, take it back, go to conferences, business networking, putting business cards in the hands of people hoping that they will want to make that inquiry. But we haven't even had a first date yet. The number one reason why people fail with their marketing efforts is they haven't offered people that first date, the opportunity to get to know them before they suggest me thing or for a consult or something.

Prologue 23:13

Definitely a lot of good points and a lot of things I think we have kind of kind of baked into into our own approach we do we do, you will have for example, a quick audit for \$20 where some people get like a pre assessment. And we've seen essentially people really interested very often get this quick audit, see how we work how we respond to get on a call with me describe the results. But it's not a pitch call, really, we just discussed the results. This is what we can do. This is how we do it. This is how our ongoing consulting works. And then we are seeing good success as well with webinars there at the moment they are automated present, just really product demos where people can sign up and to get a product demo exactly on what is in there, what is, how does this work. And we are definitely looking into running, running continuous webinars because we kind of feel SEO is definitely a trust thing. So like many other things as well, but very often SEO has, has received some some really negative press so to speak, some really shady providers, so we feel it once we can get a chance to really explain how we do things and why we do things and why logically from A we transition to B, through our method through our approach. It definitely definitely helps.

Tom Poland 24:25

When you put all that in the into the medium of the webinar. People don't feel intimidated to attend, because they understand that their attendance is going to be almost anonymous, but they get the opportunity to sit back what you demonstrate how you work with your clients. To very as I said very open and honest value proposition come along. See how we work with our clients. If you have an interest at the end we'll need to know how to reach out and book a time to have that conversation. But I just figure we can do our marketing one on one or we can do it one to 1000 it's the same hour. I know what I prefer.

Gert Mellak 25:01

Ha ha though, yeah. We kind of we kind of transition back at some point to more one to one, to be honest to have more intimate conversations. It's not not one to one calls, but really one to one email conversations we go, we just put an email, put a button on our website, even me, and this email literally arrives in my inbox. And I might check out a website for someone or take a

look. Because really, really patient when before we did this, people had kind of kind of this period and said, Okay, I really don't know who is going to find, who is going to fill in this form of who is going to do this. And suddenly, I might respond 15 minutes after they send me something, I say, Oh, well, you get really, this is a real response. This is a really qualified SEO assessment. Right? So they're really, really surprised, and we had good success. But I think it's very important to know at which at which stage to do these things.

Tom Poland 25:54

It's a sequence, you're quite right. It's a sequence. So, you know, one of the reasons I got into webinars is that I didn't want to have to have that same conversation with each prospect who was inquiring about how was my client, what the pricing is, I wonder about answer all those questions with 200 people, 2000 people boom like that. Exactly. I mean, no matter. It's the same answer. I said, once, instead of, you know, 100 times or whatever. So I wanted people to be really well educated about how and when you've got volume, you really need that. I mean, if you've only got one prospect a month, then you don't mind explaining to them in detail one on one, because you're freaking well got to you, right, you need the sale. But but but to me, lead gen should be, it should be systematic. So that I know which button to push which lever to pull. So that leads flow in, I want that repeatability. I don't want anything that random. I want the leads to be relentless every week, I want to get to the point where when I've been there, where I have to turn the thing off, because there's too many inquiries, though. So that speaks about predictability about systemization, about having a series of steps that someone can take, whether that's a freelancer working for you or yourself, and knowing you're gonna to get a result, on average, what the result will be over any any monthly or 90 day period. But it also speaks to scalability. And if you can scale the value delivery at the back end, wi through a team of people, with an agency or software, then it makes sense that you should scale the front end, which is the lead generation, because you can supply. You just what you showed others demand, so that generating the demand must be systematic, and must be scalable, it must be predictable, it must be reliable and dependable. And then you had the best of both worlds. Demand was lead generation and client fulfillment at the back end.

Gert Mellak 27:52

And the fulfillment is not as probably the smallest problem of our of our client base, it's usually online courses, consulting, info products, etc.

Tom Poland 28:02

Right.

Gert Mellak 28:02

ecommerce as well, obviously a storage issue, but not usually not a not a big problem to have.

Tom Poland 28:09

That's the beautiful thing about software is that, you know, it's not like a set of golf clubs where you got to keep manufacturing a separate set, you know, it's the same frickin bit of software that you got to build, right, and then people can use it.

Gert Mellak 28:21

Exactly, we're going to see how this works out for us. We're going we're writing a software. And I'm going to open this up slowly in the next in the next weeks, our own SAS products, where we essentially combined software with manual consulting. So yeah, and this is where we, we essentially guide people through the process, but then also offer consulting where they really needed it, because sometimes software brings you so far, you can get an SEMRush or Ahref subscription. But at some point, you get to a point where it's okay, I could now, now I know that I could do 200 things for SEO which are find, to then put my attention to. So we're going to find some sort of some sort of hybrid, and we'll see on the on the fulfillment here. But yeah, I think this is definitely the situation most of our clients are in. I have one last question. I want to be conscious of your time here. What do you think does it take for a person to opt in for something?

Tom Poland 29:19

Well, it's it every lead is generated at the intersection of someone's awareness of the need and our offer. So the medium is not nearly as important as that intersection. So I mean, I literally mean an intersection. So you can imagine not a physical street intersection, but it's active, it's the same thing. If someone is in pain, or they have a problem that needs to be solved, or they have a potential that needs to be fulfilled, and they're aware of that and we come along with the right message, which is the billboard message I mentioned before it's benefit rich, is differentiated, it contains specific then it gets cut through in the person or at risk response. The mediums through which they get that message is unimportant relative to the timing of the message.

Gert Mellak 30:07

Do you think there are cases where someone searches for something for a solution, but it's not at this stage of awareness of their problem?

Tom Poland 30:15

Absolutely. And so that's why we have the short, simple and shiny thing, because yeah, I have an interest. But it's, you know, I'm a wanderer, and I'm 85% of Tom's potential audience. So yeah, well, I'll put an email address and and get my one page shiny thing. And then Tom will keep nurturing for years, because he's got a big list. And when I'm aware of the need, and I'm ready to move on, then then I can shift from wanderer to explorer etc. But I think, you know, the medium, as I said, is less important than the articulation of the benefit of working with you. So people say to me, executives don't attend webinars Tom. And it's not true. And I proved it's not true. They will, if you intersect, and at the awareness of the point of need, if you've got a you know, if you've got whoever's in charge of selling salted nuts to hotels in Estonia, and their career is dependent on sales going up, and their families education is dependent on that, and the holidays are dependent on and then going home being a hero depends on that, and their sales are going down, but you've got the secret to getting sales of nuts going up and hotels and Estonia, they will come to that frickin webinar. I mean, they'll they'll crawl over broken glass to get that answer, because they're aware of the need. It just doesn't have to be that they're in pain, it could be the pursuit of a potential as well. Because a lot of a lot of clients are doing quite

well, thank you very much, but they know they could do better. So so to me to get someone to react to respond to opt in the fact that whatever we're offering benefit rich, contains specifics, and is differentiated, whether it's a PDF, whether they're buying a book, whether it's attending a webinar, they will opt in.

Gert Mellak 32:00

Hmm. Interesting. Thank you so much. This was really one value bomb after the other want to quickly recap a little bit what's really I think, the main points I can see for I'm just thinking of my client conversations I have. So we definitely want to take this a 40 minute conversation you would have with someone, I brought up the dating example. We want to bring this down to five min ah, five seconds, give them like the gist, make sure it has benefit rich, it has specifics and it's definitely different because otherwise people will just ignore it as irrelevant, as one more irrelevant message. And messaging is not the same as an elevator pitch. It depends on a medium. So on right medium, you have a different a different messaging, then maybe on when talking to Absolutely. And you mentioned the three categories of people. And I think this is something many people would want to or should be taking into account in their forecasts as well living through one to two traffic and lead generation and sales forecasts, with 85% are essentially wanderers, who might purchase at some point, but just looking for this shiny thing. And we definitely want to give them a lead magnet that's in line with the time commitment they are willing to, to invest like a blueprint, one page blueprint or something like this, I think this was a very good, good idea, then we have to the seekers, you mentioned the figure of 3% that essentially already know you but just want to buy, we want to make it easier frictionless to buy from you for those people. And then you've got the 12% of explorer very often overlooked, that one all the detail, want a lot of information, want to go into a webinar want to read the book, want to download the PDFs, etc consume everything. In order to make an informed decision really. You also said essentially, the the number one thing people are missing is to provide a chance or an opportunity for a first date. Meaning we can take it they can get an idea, take a look at whatever it is how you're helping people how you get to know you how to get to know your way of working essentially. And you mentioned essentially, I think this was a really good point where it is okay, if someone is not ready to commit an hour to webinar, they're probably not ready to commit, I don't know how many days to a course to a coaching program, to whatever I think this was a really good point. We just, I can't stress this enough. I do this in sales courses where we know that after traffic, so people very often get really worried if the traffic drops a little bit. But at the other hand, if you don't see yeah, suddenly leads rise, or at least the lead quality goes up, it really not related to traffic. And the same time. It's not really to the size of your email list, but the quality. So people after a one hour webinar definitely have a different quality than just if they just downloaded a quick checklist. And then you talked about the intersection between someone's awareness about their problem. And to pay off they get by downloading, downloading something. So the more we can make sure they are aware of their problem, the more likely they're going to be to opt in for something to download something that's going to solve their problem. Am I missing something? Is there's something

Tom Poland 35:04

I don't think so there's, perhaps I could sum up by saying that you can't cater for everyone in the market instantly straightaway. So you have to pick, Am I going to cater for the wanderers, explorers or the seekers. The majority, and top percent are explorers versus 3%. The majority of the people who actually are very interested in purchasing are the explorers. And the best medium to get them through is the webinar because it gives them enough information. And if we marketing consulting, services, SAS, essentially we have marketing a relationship. So it's more like proposing marriage than it is, say, selling a washing machine, right? So let's give people that first date and the webinars the perfect medium for that. That's what I'd be focusing before starting the game.

Gert Mellak 35:50

If our listeners would be interested in learning more about you about your leadsology program, where could they go, what would be the first or the best

Tom Poland 35:58

The best they can do is come up, you come along to our webinar and see how I run them. So leadgendemo dot live is where they can go to register for. We run them once a month, lead L E A D gen as in generation, demo dot live, that's where they can register for the next webinar. As I said, we run them on the first Wednesday of every month 3pm. eastern US time. We run about that time because it's not too late for our European friends. And it's it's sort of afternoon on the day for American friends, but only for Australians. But, but we go where the big markets are.

Gert Mellak 36:35

Absolutely, awesome. Yeah, thank you so much Tom Poland for taking the time doing lots of value for, we're going to talk about this quite a while in our clients calls. I'm sure about this. Thank you so much, and have a great evening.

Tom Poland 36:50

Been a privilege. Thanks, Gert.

Gert Mellak 36:51

Thank you very much. If you're interested in taking these out taking this show notes, this is Episode 26. Head over to SEOLEVERAGE.com/podcast. Thank you so much.