

## Podcast Episode 5 - Developing Warm Prospects from Cold Thin Air

Alright hello everyone this is Jason Owens. Thank you so much for coming in to episode number 5 where we're going to talk about how you can develop warm prospects out of cold thin air.

So before we get into today's episode I just want to say thank you to everyone who has checked out my first few episodes of my podcast as we launched it out last week.

I was really excited to see how things will turn out. I ended up doing a bit of outreach through Facebook.

Outreach to some of the people here who are fans of my community and I'll tell you what, I had a really good show and I was very happy with it and again this is more of the fun part just having good old fashion, humble beginnings and just taking every day as it comes and just doing your best with what you have, right?

So anyway it's fun. I'm really getting a kick out of this. And on the very first day that I launched the podcast, I got a phone call and the guy at the other end says hey, listen you probably don't remember me but you taught a class that I took about a year ago.

And he was calling where this class was taught and I remember exactly one of the public speaking events that I had. It was a workshop I ran in North Carolina.

And anyway the person was in insurance at the time and has since switched over doing some of the type of marketing that we're doing here. Some of the content-based marketing and anyway it was fun to get a phone call and we didn't chat long.

We talked for 4, 5 minutes. It was really good to catch up and just find out oh what he's up to these days. I believe he's doing some work out on Amazon.

Doing some Amazon retail in there which is fun. I mean that can be a fantastic niche as well. So that was great, right.

So it's just amazing.

I keep hearing these types of stories over and over again from people who run podcasts who say, Jason you'll be surprised people will listen to you for a years and never reach out but then one day, they do.

I mean I've heard stories of people who've been listening to a podcast listening to the host for 5 years and something about one of the episodes triggers something and then the person will end up reaching out and saying thank you for covering a particular topic or what not.

And anyway I just keep hearing time and time again that you never really know just how your work is affecting other people and affecting them in a positive way.

So by all means this is just the very first person to reach out to me so that was great and I have that happen on the first day or so that my podcast had been launched. That was really, really a special treat.

So again it's great stuff everyone I really appreciate it. I really appreciate the comments. So with that we're going to go ahead and dive into today's episode.

So, I know that we talk a lot about email marketing here and that's one of the strong suits that I have.

Of course I love doing landing pages and helping people develop really good lead magnets to help build a very strong and responsive email list. This conversation today is not going to have a whole lot of technology in it, right.

It's going to have a whole bunch of what's called smiling and dialing. Years, years, years ago I had a bit of a career U-turn. I was on a side street in my career.

I landed in the insurance industry, and I was not content to be in the back office.

I was going around doing good old-fashion, living room based selling and I tell you what that is eye-opening people.

If you've never done living room based selling, driving around having 10-12 appointments a week, meeting people at their house, going in seeing how they live. It is you haven't lived.

That's all I can say. It's eye-opening. And I tell you what it's not for the faint of heart because you have to be the one to book those 10-12 appointments, right.

You have to work the phones and figure out the past relationships and the company and see who's available to you anyway. It's not easy to do let me tell you but I ended up making it there 3 years there before I got a promotion.

So I must have been doing something right. So anyway it was good, it was good, it was hard. It was some of the hardest work I've ever done.

But I'll tell you what I learned in that world and that is: how to set appointments, right. How to pick up the phone, how to develop a list of prospects, pick up the phone and call people, right.

So learned that lesson and learned it quite well. So what I'm going to share with you is a story that has to do with that set of skills that I've developed many years ago.

05:01 And on occasion have opportunity to put back in place. So a client approaches me, a prospect approaches me and says hey Jason, this is the kind of work I want to do.

I want to get into this expert space, I want to start public speaking of a particular niche that I'm working in and I'm wondering if you can help me. I say wow, okay sure.

So we started talking about the niche and come to find out that yeah, this person's got a niche. I'm not going to give it away not going to give away somebody's hard earned niche that they're carving out.

So this person has a niche and was really looking to do some speaking in that niche; with this group of people developing his own tribe.

And what was very intriguing about this to me is that in this particular case, this person did not come to me saying Jason, I have a list of people I know exactly who I want to contact. Would you go contact them for me?

Right, so this isn't necessarily just somebody outsourcing sales work but they were already doing. We got to co-create the list together, right.

So we're going to do completely wide open space here. Literally opening up the spread sheet and just putting in the first name and starting to populate that down. Here's what we ended up doing.

I'll give you a bit of the methodology because certainly this approach will work really across the board depending upon you're willing no matter what niche you're in.

If you're really trying to figure out gosh, where can I go and really carve out some good public speaking whether it's paid or non-paid gigs?

How can I get out there and at least give myself if I can't get paid for the engagement, where can I find opportunities to sell from this stage so to speak. And I'm using sell from this stage as a pretty loose term.

That does not mean you get up and do a 90-minute infomercial, right.

No, you typically teach your brains out for the better part of an hour and then at the end of that hour you may have 5 minutes where you can go on the pitch mode.

Hey, you know what, if you're really out there just laying it out doing great stuff for the better part of an hour. I mean really truly helping people move the needle in their business for 50 minutes, 55 minutes.

Tell you what that last 5 minutes can be very lucrative to your business. So do not, do not, do not overlook speaking gigs.

If you can't get a fee upfront, if you can negotiate those last 5 minutes of your gig to where you can say hey, everyone this is what I do, this is my pricing structure, these are my levels of service. Whatever that ends up being.

Some people wouldn't even let you say that much but if you can get a list of plug in at a tail end.

You can be standing in front of a room of 30 people, 50 people, 100 people and it doesn't take a huge conversion rate off of those kinds of numbers to end up saying yeah, I may not have gotten paid \$500 or \$1,000 to come in and do that talk but I got paid \$5,000 off the people who did business with me over the next 3 months.

So that is very, very possible. And effectively the client that's working with me that's exactly the model that we're looking at, right.

So you go in and talk and maybe you're not getting paid upfront but you're certainly looking for the sales coming at the back end of that presentation. So anyway, here we are, blank sheet of paper really trying to figure out how in the world do we reach this.

This is a professional niche here this person is looking for. So it's not a technical, it's not a business to consumer type niche or tribe that he's looking for.

But it's really business to business. So really, if you have to begin looking business to business for me my first mind.

If I'm; my first thought of my mind if I'm trying to prospect, I'm going straight to LinkedIn right and I'm going straight to groups on LinkedIn.

And my client initially had a very tight geography that he wanted to, to target so wanted to be able to get in the car and drive to these places, right. And really, really wanted about a 90 minute radius from where we are right now up in the Philadelphia area.

Now face of people in, in 90 minutes you can get to New York City, right. There's a lot of people up here.

So we ended up drawing that radius around and really just trying to figure out, what groups in this thing; Philadelphia area, what groups can we find if we just go in and essentially do a do a search inside of LinkedIn, right.

So we type in the a couple keywords and we found frankly not as much as what we were wanting right.

I would think in an area in a geography that has this much people, this many people that you... that we would have found a lot more, okay. So here we hit this crossroad which you are bound to hit in your world as well.

**10:02** And that crossroad is do I want to physically travel to be face to face with people?

Right, so that's one side the other side is: could I go virtual could I do these through some type of a go to webinar, some type of an online presentation, online training could I do it that way?

Right, so again don't be surprised if you're going the type of speaking that I just mentioned where you're doing some type of training and you're looking for the sale to come out of the back end.

You're probably not getting paid a whole lot to do the gig itself. There's a very good chance that you could expand your effectiveness and land more speaking gigs if you're willing to do something virtually.

So for those of you who haven't really looked into that again there's plenty of technology available to do that. I usually default to go to webinar but Great Scott there are there are a lot of, a lot of platforms out there that you can choose from.

So anyway again, you will probably run into that... run into this decision that you need to make at some point in your speaking career.

So what we did for my client was and again we that this took us some back-and-forth now kind of my mo through this was to spend about two or three hours going through.

Doing some prospecting digging through lists just trying to find what groups are available, handing that list off to my client so that he could look at and say okay, I like this one.

I don't like number two, number four and five I like, number 12 and 15 I like and all of those ones that were checked off as like those are ones that were candidates to go in and explore a little deeper, right.

So the rationale there was to just kind of do really a pretty, pretty in-depth search through LinkedIn.

Alright so, that is the high level now here's what also happens, when you are prospecting, as you are prospecting truly think of this as mining okay. There's frankly there could be no better analogy than mining.

So here you are and you come across the one or the two groups that end up being the mother right. You come across the one where oh, never knew that this group existed.

Huh! let me go check out a website huh, they have chapters all over. Huh! go in look at some of the event calendars sure enough the event calendars show both live and virtual training that happens.

Go in, look at some of the virtual training okay. It's very clear that whoever is speaking is allowed to do five minutes worth of true honest-to-goodness selling from the stage at the tail end of the talk okay.

Now we've just hit something we hit a vein that we can mine and mine and mine. That's a really, really good finding.

Now let me give you an idea of just how long it took us to find that one vein okay. I keep a timesheet on most of the jobs that I do and I'm going through this one and going through it and again we're just kind of doing this high-level prospect and going to LinkedIn typing in keywords seeing what comes up.

Is this interest you does it not interest you. We were at that for probably right around 12 hours before we hit what I would call anything of real true substance.

Okay and let me tell you what happens mentally when you're in that phase just kind of skimming the surface and not finding a whole lot. It is very, very common to want to give up.

It's very common to get discouraged. It's very common to get frustrated. It's very common to doubt your call.

It is very common to wonder why God may have ever asked you to go down this road and all of those things. It's very common to hit that when you're in this phase. Now when you find this this really good core that you're going to go follow.

You find this really good group, an organization, a people who get together on online group maybe. Whenever you discover that really good core that you're going to go tap into and just mine it for all it's worth then things really hit the hook right.

You really feel like the momentum picks up, the emotional and mental energy picks up a lot, of your morale gets boosted.

When you can actually pick up the phone and call a real live person and the other person says huh, that's neat yeah I like it go ahead and send me some more information and let's schedule a call to get back together on Tuesday.

Okay that feels like progress right and I tell you what it's so... it is very doable you don't necessarily need a script right. Whenever you call in it's not a bad idea to have one but I tell you what the less that you sound like a person reading from the script frankly the better off you're going to do.

**15:02** So at least that's been my personal experience. So anyway if you do now let's go ahead and shift into kind of a different phase now.

You have discovered the group that you're going to go reach out to, you're now able rather than just putting down the names of groups or the names of professional associations on a spreadsheet.

You're now able to dial into websites and find honest-to-goodness names of people okay now you're getting somewhere right. So we are now shifting away we now have a completely new tab on our spreadsheet where we're no longer tracking just the names of groups.

We're now going down group by group on identifying individual contacts in that group. Hey, in these particular groups where your tribe hangs out we have people in there who are open to you coming in and talking live.

We have people who are open to you talking virtually. Let's go in look at the board of directors.

On the board of directors usually it specifically says, these are the two people who are in charge of programming. I mean, Great Scott, you guys, that couldn't be any easier.

Once you know what to look for that's great. So you go in look at the board of directors or you look at the head of committee and you're sure you're looking for a name like a chair of the learning committee or vice president in charge of online education.

You know it's something that is frankly it's pretty straightforward. Whenever you're skimming through it it's not going to be financed of course, it's not going to be an operations type job it's typically somebody has a job of learning or education for the group.

So with that in mind once you see that that becomes really easy and if you're really lucky you'll even be able to get some contact information. Not just a name but you'll get a link to maybe their business of sight or even their email Great Scott.

But the best for me I always prefer phone. Always, always, always prefer starting a conversation by phone when I'm doing this kind of work and I'm prospecting on somebody else's behalf.

So with that in mind it now becomes good old-fashioned smile and dial just like things were for me way long ago when I was back in the insurance industry, Great Scott.

There were times when we had this thing called call night and was Monday nights it was this thing that was set up across the entire region, North Carolina, South Carolina and Georgia.

The people who were brand new that are in their first year first two years they're required to call in for call night. While on call night it was a two-hour deal at 45 minutes and he had a bit of a break and then you had another 45 minutes.

During those 45 minutes you were working the phones, you were calling out, you're reaching out the clients that hadn't been touched in a while and tell you what: you learn how to work the phones when you have 45 minutes staring you in the face.

And you know you have to call in for a check-in call at the end of that 45 minutes. And you have to say, I set five appointments or I set no appointments right.

So you learn how to work the phones. So anyway when you have that in mind you can go ahead and do it.

Now the hardest part of course again it took us 12 hours just to find out where to start building the list okay. Now in the past roughly three to four hours in this job we have begun began to identify names of people to call, phone numbers, email addresses.

We've reached out to several of them or I've reached out to several of them on behalf of my client. And hey listen, here's my client, here's there's one sheet.

Gosh would love to have them come out talk to you. Are you open to virtual? Yeah we're open to virtual. So anyway it's all been good and then now we're making progress.

But I just I wanted to kind of relay this story to you just to get an idea. As you are traipsing down this road of maybe making your own calls right, reaching out on your own behalf, trying to land speaking gigs.

How am I going to do that? Am I really looking for the five thousand dollar gig or am I open to a different way of building a list right. And granted getting the five thousand dollar gig yeah who wouldn't want a five-thousand-dollar speaking gig.

Typically of course when you're up there on stage talking there is ZERO selling from the stage right they're not paying you big money to give an infomercial.

So anyway if you're open to again going out and meeting people, working a room and you have a really good back-end sales funnel right.

You have a really good funnel to pull people into or allow them to opt in and then work sales after the conversation itself after the talk that you give again, that can be very lucrative, very, very lucrative.

So certainly don't overlook it and when you're at that beginning stage, don't get discouraged.

**20:01** When you're looking and looking and looking and you just you know you have a message that you want to get out there and you know that you have... you've created a great book and it's just a matter of getting it in the right hands.

Do not give up when you're in that phase of just trying to figure out how in the world am I going to find people to call. I don't even know who to reach out to right.



So it just gets so much better once you have that list and you can begin picking up the phone and making those calls right. It's just a completely different mindset when you're able to do that because eventually you will get better at what you do.

Eventually when you're on the phone with somebody you will remember the past five times when you started off a conversation one way that I hasn't gone so well. And then you try starting the conversation a different way and suddenly you start to see doors open right.

It is the school of transactions. Well the important part there is transactions. You have to have the iterations that is what gives you the education, alright.

So pick up the phone, dial it, follow up, take notes and make sure you're tracking what works and doesn't work and you will end up having success with this. So with that that is my background of what we've done here for a client.

And I don't do many of these types of engagements where I'm doing the calling and prospecting for people. As again it is it's quite expensive in time and investment there.

But I do take on a very, very few of those. So anyway if you're interested in doing that yourself that is a bit of the model that I've used, bit of the framework.

So I hope that serves you well and I can't wait to see you for my next podcast episode. Thank you so much everyone take care bye bye.