NAMS Virtual Intensive:

Simple, Scalable, Sustainable Traffic



Alex Mandossian
& David Perdew

Secret to ALL Successful Traffic Methods

Presented by David Perdew

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MyNAMS Insiders Club

“Everything big starts small!”

~ Alex Mandossian

That includes your list and traffic.

In the first NAMS Virtual Intensive, we brought together 17 instructors who taught traffic generation from the fundamentals to the advanced techniques that have driven millions of dollars into the accounts of some of these instructors.

In this book, ***Alex Mandossian***, a noted teacher and serial entrepreneur kicks off the event by revealing the REAL secret behind successful marketers and their traffic methods.

Enjoy this book.

Study it.

Highlight the passages that stick out for you.

And follow these important concepts to build even more traffic into your system.

This book is brought to you by Alex Mandossian and David Perdew.



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David: Hey there, this is David Perdew, from Mynams.com and the Novice to Advanced Marketing System. This is the NAMS Virtual Intensive, it's the first one we've ever done. I'm really excited to kick this off today. We had a meeting, a webinar, a couple days ago that was a beginner's WordPress. How to optimize your WordPress site for traffic, but this is the official kick-off.

We're going to jump right in because I have Alex Mandossian with us. Alex is my personal coach. I love working with Alex. He gives me so much good feedback and really gives me a kick in the butt when I need it. I love that.

We're going to talk a lot about traffic today. Welcome, Alex, thanks. I'm glad you're here.

Alex: David, I'm glad to be here. We're, I think, 3,000 miles away, but it makes it really simple, doesn't it?

David: It does, it does, and it works. I love it. Alex, our purpose today is to talk about traffic. We've got 17 instructors following you and getting into the strategic and the tactical details about traffic. You know, I know that you've been around a long time. I know you have a lot of knowledge about traffic. We talk about that quite a bit. You said something to me, not long ago, that really helped me just kind of flip everything that I'm going doing with traffic. Would you like to jump in there and talk about that a little bit or do you have a place you want to start?

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Alex: Well, the best place to start is the big picture. The big picture for me is not the 30,000 foot view as you hear all the time in corporate America and planning sessions.



I like the satellite view. At 30,000 feet you can see the ground and, maybe, you can see the curvature of the earth, but at the satellite view you can see the entire globe.

If you were to look at Earth from a satellite that's the position I want to look at traffic. The misconceptions of traffic is that there are tactics that work and don't work, there are multipliers that work better than others, some things that work today didn't work yesterday, and things that could work in the future aren't working yet. There are all kinds of facts, myths, and it's almost like this gelatinous glop of ideas of what traffic looks like. How to target, how to qualify, how to get it for free, how to pay for it, et cetera, et cetera.

What I want to focus on, right now, is just the big picture of good versus bad.

Zero, that's bad, versus one, that's good - the binary approach to traffic.

Traffic, to me, is not the beginning. It's the end. It does justify the means, but it's the end. You don't start with getting a lot of traffic because what are you sending traffic to.

There needs to be an offer, right?

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Building your list is nothing more than a combination of traffic, some kind of traffic source, and an offer.

If the offer and the traffic match then you've bridged the gap between the two and you have just generated 1 person on your list, or 10,000-person list, or 100,000-person list. Overtime that traffic ends up building again and again and again.

The big picture is traffic can be looked at as either a dead-end, a cul-de-sac, meaning, if you've ever lived on a cul-de-sac or seen one, it just ends.

It's episodic. It's a road, you can take the road, but it has an end and that's it, all right, it doesn't keep going.

Or you can look at it another way, which is, for me, a roundabout which is opposite then a cul-de-sac.

A roundabout, you'll see it in England and some of the Commonwealth countries, there are some here in America as well, but a roundabout is used in exchange for a traffic signal and, arguably, it causes less traffic jams.



What is it? It's when multiple streets are coming to this round center island and they're going round and round and round until they take the road they want to take, they being the driver, the car. It works for bicycles, and you can walk it as well.

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I was in a roundabout in Paris, where the Arc de Triumph is. That's a massive roundabout, where you have Napoleon marching in on his horse and you have all these streets coming in, in central Paris. It doesn't have to be that dramatic, but a roundabout source of traffic means you have different traffic sources.

The roundabout is the hub, and that's your offer. People are coming in from different places, versus a cul-de-sac is.

I have one source of traffic, that's it, end of story. Then it's going to die out and dry up.

I'd rather you look at traffic from a satellite and global view.

Then let's look at ways we can create roundabouts versus cul-de-sacs or dead ends. That's the starting point that I just want to throw out there so people get a context of what we're talking about.

David, back to you.

David: When we were talking the other day, in one of our coaching sessions, we were talking about scalability, sustainability, and exit-strategy sometimes. One of the things that you came up with was this roundabout versus cul-de-sac. I realized I'm cul-de-sac all the way. Not because I'm getting less traffic, but because I have that single source. I have relied on affiliate and referral partners for so long that I really am getting kind of squished into this cul-de-sac. I'm banging on the same doors. Is that the kind of thing that you're talking about with this?

Alex: It is. Also, that traffic is not fickle, but traffic is changing. There are different sources, or traffic, and some sources work better than others. Some are more qualified, some are less expensive, but the most important thing is not where you get traffic and then you stop, which is what a cul-de-sac principle is. It's you keep going round and round and round and you pick the right road and then sometimes you've got to pick another road because you want to go to another destination.

If you look at the Cul-de-sac, it's not, "*How big is your list?*" That's a cul-de-sac question, or a dead-end question.

If you look at the Cul-de-sac it's not *"How big is your list?"* That's a cul-de-sac question, or a dead-end question. It's *"What type of lists do you have?"*

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If you start thinking in those terms, and they have different needs and wants, then you end up becoming a traffic generator with different offers for the traffic versus a content creator, which is what most people are.

They're looking for the right content and if only I had traffic sources and what's the easiest place to get traffic from someone else. You know, someone has to get it from the net. Someone has to be the root traffic source of something. You can't just go to JV partners and say, “okay”.

I mean, I guess the ultimate JV partner is Google, right? That's a traffic partner with the right optimization.

Whether its paid or free if you started looking at every single marketing opportunity that you have from the point of view of what traffic source would be ideal? And where are those sources?



What 5 traffic sources would be ideal? Then that begs the question that's different and you end up having a roundabout scenario versus that 1 cul-de-sac. Another way to look at it is a hub and spoke versus diving board.

You have many spokes to a hub in a bicycle wheel, but you only have one ladder going up on a diving board and you dive off the diving board. If that ladder is gone then you can't climb the diving board, its like having one spoke on a bike, you don't have a wheel. You need multiple connections.

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Think in terms of hub and spoke versus diving board and dead-end and then traffic doesn't become this thing out there that other people are good at, like search engine optimizers and internet marketers, and people like that. It just starts with one thing and that is *word of mouse* marketing.



If your traffic source is not coming to an offer that has word of mouse appeal, like someone could send, via mouse, the offer to somebody else because it was so irresistible, it so non-threatening, it was so appealing, then rethink your offer.

So don't look at it as a one off, ***look at it as the beginning of a long-term relationship***. This is nothing new, you've heard this before, but I'm hoping that

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you hear it in a different way so that you have this global view versus this 30,000-foot view.

David: I love that. What you're talk about is a lot of basic information, and we continue to think, "Well maybe I'm beyond that?" So, I don't go back to the basics.

What I'm realizing is that the basics are where I need to live. I started with that hub system long ago, and now I'm getting back to that. And I'm really trying to get as much of my content information out there in the world with the spoke system as we talked about.

The reason I want to do that, Alex, as you know, is because I want to build a sustainable system that lives without me. To me, that's the power of traffic when you build it this way. Is that what we're talking about?

Alex: It is what we're talking about.

Having launches every year is not sustainable.



It's not organic, its not natural, and it's all about relationship, which can generate lots of money, it's generated millions of dollars for me, but that is episodic because you go from one relationship to the next. People disappoint you. Some people follow through.

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I'm talking about setting things in motion so that the offer is so appealing word of mouse is happening and whether you're buying it or not buying it, it almost has this regenerative impact, and you end up having an exit strategy. Like you say, you don't have to be involved securing these relationships, now that the strategy is out there.

It starts with one person. Peter Drucker, when he was living, he asked a great question. *"If you were to start from scratch, knowing what you know today, would you still be the same business that you're in?"*

Would you still be running the same business you're running right now? In other words would you be in the same industry and within that industry would you be running the business that you're in right now.



The best way to look at the traffic question is if I had to start from scratch, would I use the same tool, email, broadcasting system, CRM system that I have right now, or would I start from scratch?

That tool may be strangling you.

Would I be going after the same sources, or would I be going after different sources? Would I be doing the same thing or would I be doing different things?

Whatever commitments you've made, from last week, last year, last decade, is setting you up for either failure or success today.

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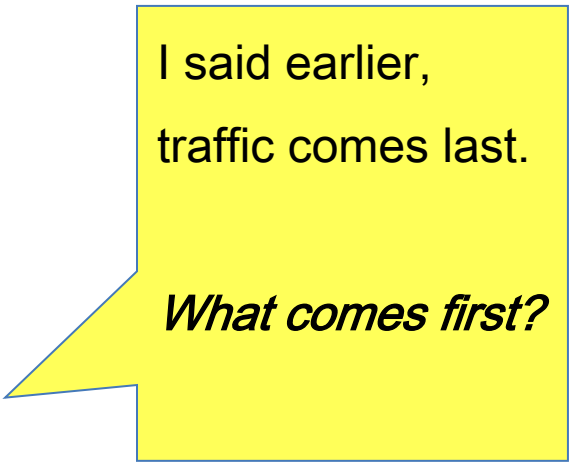
So the question I ask is *"Okay, I have that business and okay, that will die out eventually if I didn't manage it, but how can I start from scratch with a completely new system and just do it as a start-up? What would that look like?"*

It's a world-class exercise because it clears your mind and it doesn't leave you with any of the messes that you may've created along the way.

David: Boy, that's incredibly important because that clearing your mind and not getting influenced by the messes is something that's really tough to do. It's one of the things that I've struggled with a lot. It's interesting that you're asking this question because I've actually been asking myself this question now for a long time. Not so long, I'd say for about a month or two I've really been focusing on this piece. You and I have worked together now almost 18 months and you keep coming back with a new way of looking at things that really opened me up to playing in a bigger game, as we call it.

I'm anxious to do that, and I continue to do that, continue to move to that bigger game, but one of the things that I realized right away was that I had to open up that traffic mentality. Not as traffic, but as a way to do business.

So if I were to do it, starting over again today, I would focus on building that system I think, more than anything, to be able to handle that relationship with somebody and that sales process, nurture process, whatever it is. That's where I'm headed. Does that answer your question about where I would start today?



Alex: Well, it's the start from scratch "mentally". I even wrote it down when we were preparing. If you were mentally starting from scratch, what would that look like and how would you plan it? Even if you didn't physically do it, how would you lay out the flow chart? What would that system look like?

I said earlier, traffic comes last. What comes first?

Well, designing your offer, designing your flow chart or some people call it the funnel, the client path, or member path if you call them members, or student path if you call them students. What ever it is. What's the path that they're going to go through from the lead magnet that's drawing them there, from the traffic source that you're getting them from? What is your traffic source?

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Many times the conversion of prospect to client or prospect to student, or paid buyer is a lot easier, for a lot of people, than suspect to prospect, actually building the list.

It seems counter-intuitive, but creating the traffic from a standing start, for many people, is a lot more difficult than actually converting that group or traffic with the right offer so that they become multi-buyers.

The way to start is first have the system set-up. You're right. That's what you and I worked on. You're very good at creating flow charts.

Then testing it. Is this right, you know? This is a theory. Is it working? So when you have your first buyer, you look at that path and how long did it take, how much resistance was there? Ask them why they purchased the moment they purchased, not 2 weeks or 3 weeks later, and they'll tell you why.

How long does it take for them to purchase again to create a multi-buyer? ***That's really the purpose of any business, to create multi-buyers or evangelists***. These are the raving fans who buy in a second session or a second setting, not an up-sell or cross-sell, but they bought again. That means that you've got things working.



I wouldn't open up the spigot until all that is set. ***You're not making a ton of money, but, gosh, you don't have to go back and rework anything if the system doesn't work.*** And that's the big challenge.

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The system is clogged. It's not working. The theory didn't turn out to be practical, so you've got to fix it, tweak it, and then you can open up the traffic sources with strategic alliances just being one of those sources.

David: Now I'm going to throw a curve ball at you because we haven't really talked about this part. If we're going to talk about systems, and we're all about implementation in the NAMS group, what would you suggest is the best way for people to get started building that system? Especially if we're telling them not to jump into anything until the system's ready, at what point should they then jump into the system?

Alex: The first thing, I'm going to put you on the spot, is to show them the flow chart or the flow of how people come in. You have a series of communications in nurturing these new people coming in. I'm going to show you what I learned from Ryan Deiss. I remember, in 2001, Ryan Deiss called me and paid me to consult him. He lives in Austin.

One of the most annoying things in the world is any past client or student who surpasses you, like beyond, goes into the stratosphere. I don't know what he's doing now, but over 30 million dollars a year, extremely successful, very, very nice guy. On top of which, you know, humble.

He and his partner, Perry, are doing extremely well in the Austin area. He has multiple businesses and multiple funnels. But he taught me this. He said, *"Okay, there's an indoctrination process you take people through. There's an engagement process. There's an ascension process. There is segmentation. This is a machine."* In fact, that's what he calls it. It's this machine, and there is a step 5 and that's called re-engagement.

- You **indoctrinate** people. You talk to them differently than you do at the engagement stage.
- Then you **engage** them.
- Then you **ascend** them, meaning you get them into offers that are working.
- Then you have to **segment** that group so that you aren't sending everyone one broadcast, which many people do.

This looks complicated and this looks complex and, wow, how do I do this?

Let's just start with indoctrination. Engagement can be pretty simple, just having a face book group and engaging people there. It's free, you don't need a membership site for that, in fact, the private group in Facebook is a membership

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site run by a billion-dollar company, Facebook. If you just did these 2 things, indoctrinate and engage.

The first thing is: What are you selling?

What are you going to do that would indoctrinate them once they're on your list? Well, that's an important question to ask before you know where they're going to come from. If you know what you're going to tell them based on what you offer is, and your message, and you know how you're going to engage them, don't you think that's going to have an impact on what traffic sources to go for versus looking for traffic sources and then going, okay, how do I indoctrinate these people? How do I engage them?

It's the chicken or egg scenario, but I believe that the chicken has to come first, it has to be immaculately conceived.

What's my system look like?

The first thing you need is a flow chart program, and there are free ones out there. Figure out a way. You can use Microsoft word if you want, if you have that, but figure out a way to be really good at creating flow charts.

So here's my opt-in page, here's my thank you page, here's my first offer, and just keep going. You need to get examples and there's plenty. There's plenty online. You can look online and just type in Google and you'll see flow charts that other people are using. They're templates, right?

You can get one from David.

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If you have a sense of what that's going to look like all of a sudden that will take you take you to satellite view. You'll be looking at your earth, Google earth, or your flow chart earth from an aerial view and say, *"Okay, this is my theory of what things are going to look like."*

There is touch 1, touch 2, touch 3, touch 4, touch 5, and that'll take less than a day.

Where is the traffic coming from? We don't know yet. Let's identify what would be appealing to that traffic once you know what you have.

This is what people don't do. They just want to make money.

I need lots of traffic. Great, what kind of traffic? Well, people who buy stuff. What kind of stuff?

This is the business-to-business, business-to-customer, business-to-government, coaching. What kind of business-to-business?

So you have to segment and understand who is coming in and then you can go out and find

I need lots of traffic.

Great, what kind of traffic?

Well, people who buy stuff.

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out where to get that. The easiest way is to model other high achievers doing the same thing. It's very, very visible.

I can't tell you here's the best traffic source, because the question is for what? Traffic source for what?

The first step, the first starting point, is to flow chart your business. If you don't have a flow chart you don't have a business. At least you'll have something you can put up on the wall and say, “Hey that's me.” How am I going to get more people to this thing?

Build the machine and then you can worry about bringing people to it.

Here's the best analogy in case people are thinking, “What's he talking about?"

You're building a building. It's a commercial building, right? I have a B2B business so I build commercial buildings. Let's say I'm building a skyscraper in Manhattan. Before I draw this, before I build it, before I hire anyone, before I have plumber or anyone else involved, I have to have an architect draw the blue print. The blueprint is your flowchart.

That's your system, and then the blueprint. Like the Golden Gate Bridge, which is about 15 miles away from where I'm sitting in San Francisco, that thing didn't look anything like it does now on the first blueprint.

They changed it again, they changed it again, and there were like 3 or 4 iterations until they got something that looked like that bridge. It wasn't orange. It wasn't even in black and white. It was in blue and white, that's why they call it a blueprint, right?

What you want to do is create a blueprint of what your business looks like.

“But Alex, I don't even know where to start.”

Well great. You think traffic is going to be any easier if you don't know where to start without a blueprint? That's your first point, how do you do a blueprint? You start with a flow chart.

David, let me come back to you. Building starts with a blueprint. Make sense?

David: Absolutely, you know. As somebody who built his own house, you cannot build a house with out a blueprint.

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You've got to really hope and pray that blueprint is right.

Alex: If you're 5 inches off on the counter you're in trouble, right?

David: That's right, we actually had an error on our second floor. The blueprint was a 1/2 inch off in the southwest corner so there was a gap of a 1/2 inch between the walls, and it was something we had to adapt to.

It could've been checked on the blueprint long before we got up there but we didn't do it.

It's really interesting you're bringing this us because on Sunday at 1 o'clock when my turn to teach comes (we've got 17 instructors between now and Sunday evening we're going to be teaching different aspects of traffic), I'm teaching about the simple, scalable, and sustainable system that we're using.

And it's all blueprint.

Its all from the vision that I had about 4 years ago, and I've shown people this vision for a long time because I knew what I wanted our business to be but I was never really able to get it to that state. Now, because of the system that we've decided to use and because we've decided to focus on the type of service that we want to offer to people in the NAMS system, it's the only thing that's going to work.

I'm really excited to be able to share that on Sunday. It's going to be the entire blueprint system. So you're absolutely right, I'm right with you on blueprint.

Alex: Well, the blueprint doesn't excite people because they don't think it's monetizable, right?

The blueprint is a plan, and ***spectacular achievement is always preceded by unspectacular planning***.

Planning's not sexy. Planning doesn't get monetized, and there are a lot of myths about planning and blueprints. But here's what I have to say: ***What if you became an expert in the blueprints in your niche?***

Like all the competitors that you have *(and if you don't have any competitors, get out of that niche because you have no prayer of making money),* but you're going to make money so you need a few competitors.

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Let's say you have 3-5 main competitors, buy their products and reverse engineer what their blueprint looks like. Better yet, if they have blueprints and they're in the business-to-business space, ask them for it. Many people just give it away as bonuses.

This is a blueprint.



This has no value whatsoever, not silver, not gold. This is called a promissory note. Now this is a greenback. This is green in the US, but it really is the blueprint to freedom because this represents something and based on our confidence that this thing is still worth 5 bucks or 6 dollars in Australia, right?

This is the blueprint to a promise, and the same thing is true for your blue print.

It doesn't have any value until you put it to use.

This doesn't have any value. I mean, if something happened and this devalued over night, which it could, you could have a barrel of these like in WWII and still not buy a loaf of bread.

Your blueprint is going to create some value. If you believe in money, which is what you're after, I'm assuming, well that's a blueprint. That is a blueprint. Gold is not a blueprint. Gold is actually valuable. Diamonds, that actually has value.

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So I want you to think of it differently. I want you to think in terms of the blueprint having value. It's sexy; it's exciting. How do I re-engineer that just like the Golden Gate Bridge?

Once you have a blueprint the next step is to start putting in your foundation. What's the foundation? Well, what system is this thing going to run on?

Is it an AWeber thing, is it an Infusionsoft thing, is it a 1ShoppingCart thing? What is it? You need to focus on that. I can't give you that answer.

Also, who's going to design your website. Is it going to be WordPress based? How is it going to be running? That's all foundational stuff. The foundation is your CRM, that's the heartbeat. How are you going to run it to approach people and re-approach them?

Ultimately, what kind of web design will you have, what kind of a wire-frame, or foundation? The framing, what's that going to look like for your building?

When you're going to pour the concrete that's when you're going to have some offers and you're fleshing out, as it says. You can use the metaphor of the spine. You had the thought, *"Hey, I want to consummate this relationship so we can have a child."*

When you're birthing your business and trying to get this traffic it's going to

Forty weeks later you have, what the blueprint was up here, you have the baby, and the baby starts growing. What's the messiest part of that baby's life? In most cases, it’s the birth.

When you're birthing your business and trying to get this traffic it's going to be messy in the beginning, but once the foundation is set, once you have the framing set, you pour the concrete, you put in the furniture, all the floors, et cetera, now it's time to occupy it.

What's that? That's the traffic. Does that come first or last? That comes last. Does that make you money? Yes it does. Does it take time to go from blueprint, to foundation, to framing, to actual occupancy? Yes, it does, but you can't do it the opposite way.

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When you try to do it the opposite way it's like trying to create fruit without having a seed that is planting for that tree.

This is ***fundamentals***, but it's like having shoes and socks that work in basketball. When John Wooden (legendary coach at UCLA) said, *"Shoes and socks, man. Lew Alcinder (Kareem Abdul-Jabbar), you need the best shoes and socks. I know you can dunk the basketball, I know you're 7 foot 3, but you need the right shoes and socks."*

It always goes back to fundamentals. Vince Lombardi said, *"Gentlemen, this is a football."* After they won the Superbowl the year before. Starting with fundamentals, start with your blueprint. That's your starting point.

David: Good. You've mentioned indoctrination, engagement, segmentation, and, what was the last one?

Alex: Here it is, ascension.

David: Ascension.

Alex: Ascension and segmentation. When they come in you indoctrinate them. Then you engage them so that you amp them up. Then you get them to buy stuff. Then you segment them in little buckets where they've purchased. This is Ryan Deiss's approach. I've used it over the years because he teaches it better than me.

David: Explain indoctrination. Jim is asking what indoctrination is.

Alex: When you indoctrinate someone into a club, let's say it's a private club like the Masons, or a spiritual club, like Buddhism or Islam, or Christianity, there is an indoctrination process. Whether it's Baptism or some type of ceremony, to bring someone in. If everyone goes through that same initiation process then when they're in on the other end, to get engaged, then they've already been through the process. For example, a fraternal organization or a sorority, there's an indoctrination. I'm not going to say it's hazing, but there's an indoctrination involved at the university level. The engagement becomes a lot easier.

Then they run for office inside the community and then they start getting segmented with each other and having their different roles.

This is also politics. Being indoctrinated means, okay, what are you doing in politics for the first time? Are you doing some grunt work for someone? How do

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you engage with people already in office? How do you ascend so you have your own office? How do you segment what kind of office do you want?

This is a very natural process that's very elegantly stated by Ryan Deiss, not me.

The goal of indoctrination, to answer the question, is to have the same ceremony every single time.

For me, my indoctrination period is to teach them the three M's. The market, the media, and the message. That's my Marketing Online mentor process of indoctrinating and nurturing them.

If everyone goes through that same training, like they would for you, the indoctrination for series 100 for NAMS is one thing. Indoctrination for series 200 is something else. Indoctrination for series 300 is something else. Series 400, et cetera.



It's that first touch that everyone is going through. It could be a training, it could be starting and making them who you want them to become.

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You have to be crystal clear in who you're attracting.

I attract serial entrepreneurs, service professionals, and information marketers. Within those big segments there are a lot of other people in between. Like authors, speakers, coaches, consultants, business owners who go from one project to the next. I'm a serial entrepreneur, that's the niche I fall into, how would I indoctrinate myself? The way I indoctrinate my people, coming into my list, I teach them how to get onto Google Hangouts and watching my weekly hangouts, which you've been on recently.

The indoctrination period everyone should go through, so that they get to know you, and that's going to nurture them so that you have the right to engage them. I like to indoctrinate them through an assessment.

They take my funnel-marketing assessment, which you've also seen (you have your own NAMS Assessment) and they're indoctrinated. Through that, if everyone comes through that, then if they're ever on a discovery session with me every single person on there has been indoctrinated through this same process.

It's not important what the indoctrination process is as long as it makes sense, and it's not hurting anyone. ***What's important is that it's the same for all the people in the segment that you're engaging***. That's the starting point.

David: You know, I realized that as we were talking about this, when I was in the Air Force, many, many years ago, that I went through a 6-week basic training that was really indoctrination. One of the reasons was so that I could understand the language.

There is a language in that group that you have to understand and I think that's what we do in our group as well. To tell you the truth, I think indoctrination and engagement are the 2 places that we have failed in the NAMS community and we're correcting now with our system. I think the ascension piece is what we went straight to.

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Alex: ***Ascension is natural because everyone wants to make more money. Everyone's pretty good at ascension; some people are a lot better than others.***

When I say global view, satellite view, this is the satellite view, man. Indoctrination, that's a 30,000-foot view. Engagement, that's a 30,000-foot view. Ascension, 30,000 foot view. What are we going to do? Segmentation, 30,000 foot view.



What if you went 120,000 feet, many miles out, where you're seeing the entire globe and the Earth and not just the curvature. That's where you see all 4 of these, and there is a 5th. That's called re-engagement because when people are segmented they lose engagement and you've got to re-engage them from time to time.

This is the part of list building and traffic that people don't think about, but, man, you've got a lot more work to do if you don't bring in traffic with this concept.

David: What I'm doing is building a much more loyal and committed customer and prospect and also bringing a lot more value to those people because I know who they are through this indoctrination and engagement process. That's what we've been really trying to establish.

Alex: I know this is supposed to be about traffic and the response we get, which is irresponsible by the way, the inability to respond. That's not a judgment, that's a

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fact. That this is an irresponsible statement or response is, *"I don't need to hear about blueprint or indoctrination, or any of that stuff. I just need more traffic. If I only had more traffic everything would change."* Really? Really?

Let me tell you a quick story. I have a client who is very wealthy, and that's what he kept saying, *"I just need more traffic."*

He was in the exact same niche I am, with serial entrepreneurs. I said, okay. I'm going to say his name is John, but it's not. I say, *"I'm going to show you how wrong you are. I'm going to take a risk and you're going to pay me $10,000 to mail my list 3 times. We're going to send them to you."*

He says, *"Where should they go?"*

I said, *"I don't know."*

He said, *"Well, what am I going to offer them?"*

I said, *"I don't know."*

He said, *"Well, what are they going to do next? What am I going to sell? What kind of shopping cart do I have to have? I mean, I need to know the process."*

I go, *"Hello, that's your blueprint."*

He says, *"Just send it, I'll be ready."*

What does he do? He has a 500-foot view, he sends them to an opt-in page. It was a page, so it was really easy to put together, super simple. He generated, I think, 3 or 400 opt-ins. Guess what. That was 5-6 months ago, half a year ago, and he still has not made money on one of them.

David: Wow.

Alex: What's the big deal of getting traffic? I gave him the traffic. All I need is traffic. No way.

You need a system and that system needs to be blueprinted.

Now he's just resentful because he doesn't want to admit that he's wrong. It really caused a separation between the two of us, thank god, because I don't want to mail my list for him again. The bottom line is he didn't just need traffic.

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So if you're telling yourself, *"I just need the traffic, this all boring."* You know what, sorry, you're not going to like me. I'm going to tell you what you need to hear, not what you want to hear.

Listen, if what you wanted was the right thing you wouldn't be here because you'd be doing that thing. What you're doing is not working. How do I know? Because you're here. That's why I assume you're here. If it's working a little bit, it could work better. If it's not working at all then you're in the right place.

Traffic starts with a blueprint. Just like occupancy, 100% occupancy in a commercial building starts with a blueprint.

A child starts with an idea, a thought.

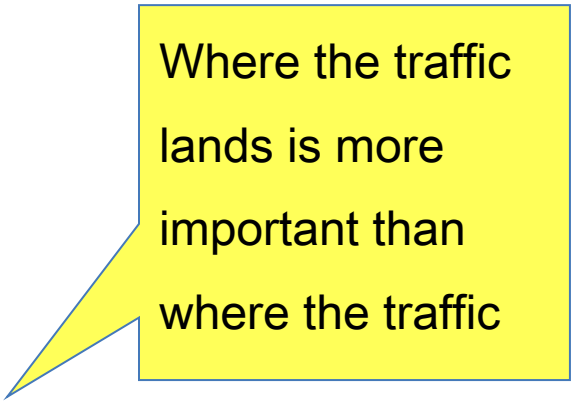
This is where it begins, with a thought, then a feeling, then an action. I don't need to tell you what the action is. Let me remind you, the birth is messy. I mean you got to cut stuff and it's just messy, it's bloody, it's messy. It gets better and better and better. If you're not a good parent it gets messier and it can impact your life as the parent to that business. It's no different. No one said it's easy. It's simple, but it's not easy. David.

David: This has been really good. One of the reasons I love having you on and I love being one of your coaching students is that I don't always get what I want when I talk to you.

I get what I, like you said, what I need to know at the time to help me with that. We've had this satellite view conversation. The indoctrination, the engagement, the ascension, and the segmentation piece is so critical to what we're doing. You've got to have a plan going forward.

I'm really excited about the traffic workshop that we're doing because I think we're going to cover all those pieces. Starting with today, and your kick-off on this, I'm really excited about us getting into all of these opportunities for getting more traffic.

One of the things that we've done, which also came from you, by the way, was the assessment process. The assessment has been a great pre-qualifier for those people coming in. I love to drive people into the assessment. I'm going to continue to make that part of our indoctrination process so that I can actually talk to people who are



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committed. Once we get the people who are actually committed, those are the people who are more focused; we'll see a lot more success, that's happening already. I'm really excited about that. Thanks for that.

That, to me, is one of the first examples of a truly blueprinted piece of traffic processing that we did with you.

Alex: It is, and why it's so important is: ***where the traffic lands is more important than where the traffic comes from.***

Where the traffic is landing is predetermining where the traffic is from.

Here's what people comeback with, because this is the little voice talking in many people, *"Alex, I just wanted the answers. I came to this thing because I thought I would get answers on where to get the traffic?"*

Let's say I gave you a bunch of answers that make sense, and I can give you a bunch. Where to get traffic. How to get it and what to say, so on and so forth?

I've just given you a match that's lit. You can light a match to light a candle or light a match to burn down a house. I think you're in the stage, everyone watching, to burn down the house. Including me in many instances. The goal of this is not to give you the answer.

We've talked about blueprint, and why it's so important to be in the position to ask the right question.



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Don't seek the answer because the answer is not cookie-cutter. Otherwise there wouldn't be an art and science to marketing. Putting yourself in the right position to ask the right question, for example, *"What should my blueprint look like? Who else is in my niche? Where's a product I can opt-in for to see that experience? Who should I be shadowing right now? How do I make money when people steal from me in my niche?"*

Come away with what's the question I have now that I've learned this.

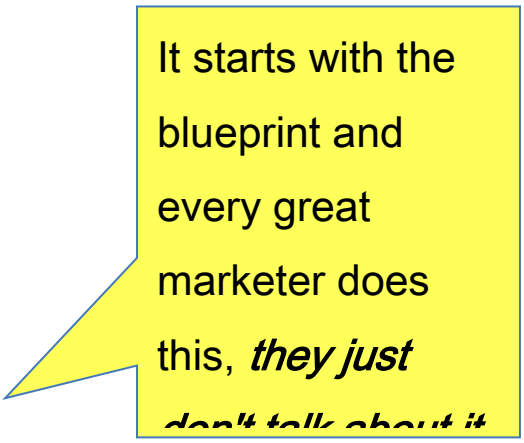
Now, I know that my first step is the blueprint.

I'm blueprinting my business and, okay, how do I start a blueprint. If you're asking that question, you're looking at someone with 25 years of experience and over 400 million dollars in sales and profits with marketing, online and offline, that's a lot of experience and more importantly that's a lot of mistakes.

If you're asking your question *"how am I going to blueprint?"* then I want you to get down on one knee and thank the universe, or if you're an atheist thank yourself. It takes more belief to be an atheist than it is to believe in something, but just thank yourself for being here because imagine if you're asking that question, how do I do a blueprint, how on Earth were you going to take that traffic and convert it?

How would you know if it was the right traffic? How would you know what to do and how to do it?

It starts with the blueprint and every great marketer does this, they just don't talk about it.



Do you know why? They know that their students just want to learn how to make the money and they forget that you've got to be able to create the manufacturing plant to print the money first. That's what your system and blueprint looks like. The blueprint casts you perspiration, and I would lean on David to see what his blueprint looks like, his process.

Maybe, if we have time, put one up, because I know you're really good at flow-charting.

David: Sure.

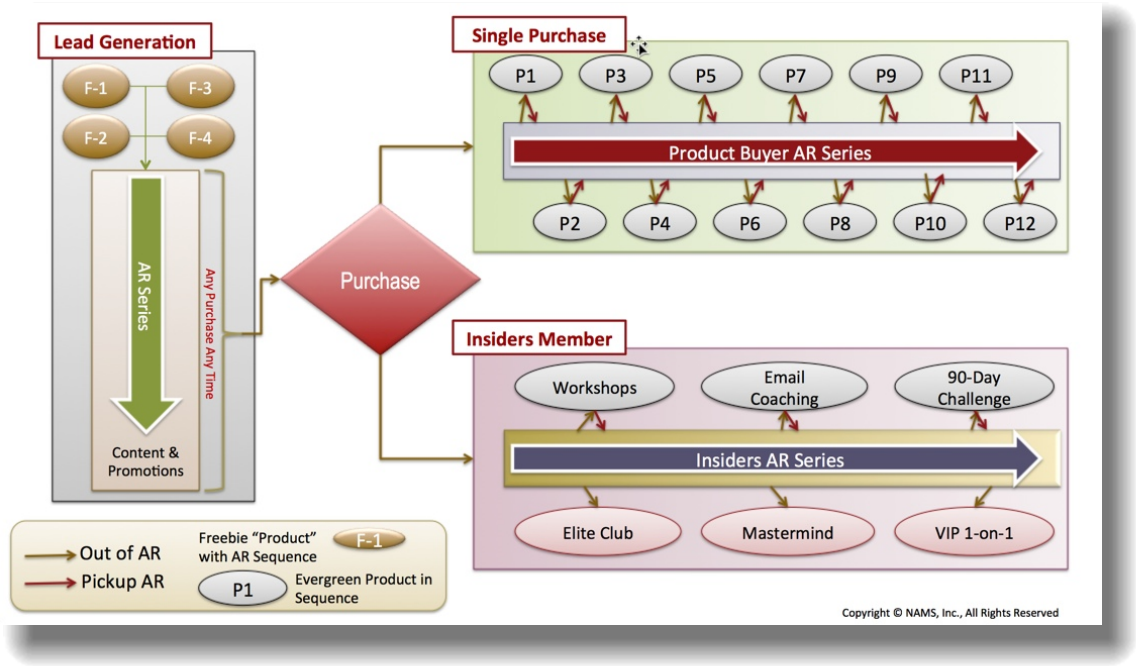
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Alex: See what it looks like just so you get an idea. If you become a blue print expert, here's the next thing I recommend you doing. Your first thing is ask a question, what should my blue print look like? Secondly, could you get paid as a blueprint expert in your niche? Would that make you the go-to guy or gal and make money before you even started your business?

That's what I did. I learned how to blueprint businesses online through assessments, and through this process, and that made me an expert.

David, take us through this, what does this look like?

David: Sure, so this is actually the document that I created four years ago before I knew really what I wanted, what systems I would use.



This shows 3 funnels. It's the lead generation system, we have an auto-responder system, which will drive people, they can come in with a free product, F1, F2, F3, F4, however many opt-in opportunities we have, they come in and we give them some training in here.

They may decide to purchase at anytime, or take the assessment through this process, which, by the way, is email number 3 in the auto-responder series.

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If they qualify for a free strategy session they will talk to me. Any purchase they make, even if it's a single purchase, puts them into our single purchase funnel.

So this is 365 days, a yearlong, auto-responder series up here for our product buyers. As we do more training up here we also offer them opportunities to buy additional products.

All the while I'll be telling them, *"Oh, by the way, you can join the insiders club and get all of those products."*

By the way, if you come in through the assessment and you are highly committed, you're probably going to get talked to about the VIP one-on-one first. If you are highly committed then we're going to talk to you about the best coaching opportunity we have.

I've been taught this by Alex, start at the top and work your way down. Basically what we've built, or what we're building, is this system where all we have to do is get you in the front door and everything else works for you. I'm going through this completely, in a lot of detail, on Sunday.

There's a lot that goes behind this and a lot of reasons for this. We did not talk about the blueprint piece before we got on here today and it's so cool because Alex is confirming everything that I thought about having done this 4 years ago even when I wasn't ready to implement it. I needed to know what my business looked like and what my vision was.

I'm coming back to that. I think that vision, what your vision for your business is, is incredibly important. That's what we teach with our 6 steps to implementing big ideas.

The 6 steps are, the first one is we call it a **dream**, that's your vision. You set up your goals through your vision.

The second is that you create a **prototype**. Alex calls it a blueprint, I call it a prototype. A prototype is a communication device, it's not something that you spend a lot of money on.

The third thing is a **test**, so you test that prototype before you spend any money.

The fourth thing is you **execute**. Once you've got your test down on your prototype, you execute. You spend the money, you make the product, you write the book, you do whatever it is.

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The fifth thing is **feedback** on what you've executed on. You get the feedback from all of the different locations.

The sixth thing is **improve**. If you don't do the improvement piece then you've really wasted a lot of time and effort.

It's a circle, and we go through that really well in our free training on the site. We talk about it all the time. It's the basis of everything that we do. I hope that was helpful. I'm going to come back to you, Alex.

Alex: Well, hang on. Before you do, because we have this on the big screen and I hope you have a white box, this looks complicated for the first time viewer. The good news is, like a database, the hardest thing is the first one, the first crack at anything. Kind of the 1.0 version. Once you do 1.0 then you kind of shave off half the time for the second one because you already have the wire-frame there, you're just changing what's inside. Version 3 is even less, and then there is a diminishing return of how little time it can take, but the first one is the toughest one.

If you don't have a vision in writing, kind of like writing your goals, it's impossible to talk about traffic, it's impossible to talk about conversion, it's impossible to talk about offers. That's where all the power is.

If you were to leap frog and go straight to traffic it's going to be trouble and struggle because you're not going to make money anyway.

You may think like you're going to make money, which is the point of this, but just knowing about it and setting it up, and pouring money into it, you're still not going to convert. Like my wealthy friend, I sent him traffic, they were my people, they were waiting to buy, but they couldn't because he had no idea what he was doing. He didn't blueprint anything. He blueprints every other aspect of his life. He's a therapist, he blueprints that for his clients, or patients, I should say, but he didn't allow me to be his marketing therapist.

Everyone has some resistance.

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If you have resistance to something like this, start learning how to use a flow chart, software, and tools.

The better you get at this the more nimble and you'll have more expertise in drawing something that will attract traffic. Now, David can give me this and say, *"Is this worth sending traffic to?"*

And I'd say, *"You know what, if they score high in commitment then give them a strategy session. If they score low in commitment then make them a product offer, but don't start too fast. Don't ask for marriage on the first date."*

Indoctrinate them after the initial indoctrination. So the indoctrination for the assessment if you have high commitment is the strategy session. You're indoctrinating them for high commitment. The indoctrination for low commitment is that first nurturing email, and hopefully video, that says nothing about your product offering so you're not selling them something right away. If that happens it's like proposing marriage on the first date and it's not going to work.

Ironically, engagement really is a sequence of indoctrinations until you get more and more intimate with them through marketing.

Ironically, engagement really is a sequence of indoctrinations until you get more and more intimate with them through

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Then, they grab their wallet and give you a piece of their freedom, which is their credit card number. David, does that make sense?

David: It absolutely makes sense. I will tell you that this piece here, which is our lead generation for the low commitment, we're planning not to sell anybody anything for at least 30 days. They would come in and just get free training, get to know us, we get to know them, have an opportunity to create that relationship as part of the indoctrination. Tell them what we're about and how to use us.

Alex: I tell you, when I have my personal victory, David, is when people come in through my indoctrination and engagement, and then they tell my team I'm not a very good marketer.

I brag and boast about all the monies I've made and all the mistakes I've made. They say I've made another mistake, I'm afraid to ask for the order. That, kind of, is a quite and polite chuckle to myself because they actually are asking my team, *"What can I buy?"*

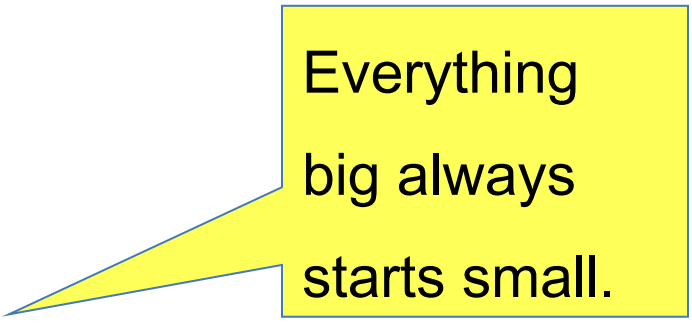
Then my team gives them 3 levels: 25,000, 5,000, and 1,500. The default is not 1,500, believe me, the default is 5,000. 25k is not in their budget all the time, but I get 50 of those a year, you know, 45-50. You want to get it in a position where they think you're stupid. They think you've lost your mind. You have such a great relationship they go, *"Tell me, what can I buy from you?"*

And now, they are touching you on the shoulder and tapping and saying, *"Okay, I need to get something, what is it?"*

That's how you know you've arrived. David.

David: All right. I love this process. I'll tell you what this has done for me. Alex, I feel like I have actually figured out how to reduce my workload and ensure my continued passive income. You know how much I love that. If I have all of this in place I think that when I get to the spot where I can just drop people in that front door, automatically, then I can go to the beach. The system will work for me, as much as I want to, and I can be at the beach as much as I want to. I'm just very excited about getting this in place.

Alex: Remember, everything big starts small. Even the universe was supposed to be like a seed until there was a big bang, they say. That's everything. You were a microscopic cell and you expanded millions of



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times within 40 weeks, at least that's the human gestation period.

Everything big always starts small.

The way to start big, not in physical form, but in mental and emotional form, is with a blueprint. The best traffic strategy I can possibly impart to all of you watching, live or on the replay, is start with your flow chart, which is your blueprint or your prototype.

That is going to be the theory, or the proof of concept, that will take you to the next stage.

If you become an expert at creating flow charts, blueprints, and just these wire frames of reference where you have a plan in place, visual plan, so there's a flow and movement, not just writing, there should be a flow. Then traffic will come easily through Facebook, through LinkedIn, through YouTube, through word of mouse, through Google, through Amazon - can you get traffic through Amazon.com? Of course you can.

Through Web 2.0 sites, through articles, through guest blogging, through Hangouts, through Twitter. I'm giving you all sources that work. How do they work? They work once you have a blueprint and you're clear on what you're ultimately selling.

David.

David: Thank you. This has been great. I know that we have covered a lot of material. You know that what we've got coming up for the next week, I want you to talk a little bit about, now that you've told everybody about the blueprint, how important the blueprint is, we have a whole 17 series coming up on people talking about traffic and driving traffic.

This, by the way, what I showed you, was a Power Point. I do all my blueprints in PowerPoint. I've done them in Visio; I've done them in Excel; I've done them in other tools as well, but Power Point is a simple, easy tool for everybody to use. You can even do it on Google Slides, I like that a lot as well.

Now that they have an idea about the blueprint that they have to come up with and the reason for the blueprint, talk about the next 4 days that we have coming up here. What you think the importance is for people to really pay attention and be ready to apply that blueprint.

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Alex: Only those who actually show up for the four days will see what's coming up. You know what the foundation is, so when you hear of a traffic strategy ask, *"Okay, how do I blueprint that thing? How do I flow chart that thing?"*



I want you to have a super-imposing question, to super impose that question with everything.

'How do I blueprint' that is your verb. It's not a noun, it's a verb. How do I blueprint that? How do I flow chart that?

The next four days on traffic every single thing that you hear and see and learn, know that it'll seem overwhelming because it will seem like a bunch of dead ends and disjointed cul-de-sacs leading to different places unless you look at the way David has set this up which is one roundabout with multiple streets coming to it and you just get to go round and choose the street you want to start on first. You can't choose two streets at the same time. You've gotta choose one.

A good question is, *"Which street shall I start?"*

When people ask, *"Is there a difference between indoctrination and education?"* Not really. You're educating them, you're selling them, you're enrolling them. I look at education as the big picture. You're always educating, I'm always educating. I'm selling too, but I'm educating.

Indoctrination is the starting point. Meaning if you went to a university or a high school it's the back-to-school meeting that you or parents would have to

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indoctrinate you into that new school year. It's the starting point. It's what you want to immerse every single one of your people who come through. You know what, it's super fun!

Maybe it doesn't make you money creating it, but, gosh, it helps you avoid losing money.

It get you're super excited, and you go, *"Hey, check it out."*

I'm going to lay down a challenge, I'm going to throw down a challenge. I'd love for you to share your blueprints with David. However you can do that so that ... David would be really good in coaching you, on a paid basis, in shaping, shepherding, and ushering you to have the right blueprint. That's a great place to coach. That's what we do.

I charge $25,000 to tell people their funnel is messed up. All I'm doing is looking at the funnel - that's what I call a blueprint. That's what it is. You're looking at a funnel, what you saw with Dave's. Make sure you have the right questions to ask. In these next 4 days make sure you look at every traffic strategy as being part of the general blueprint that you create.

David: There is a focus here on the blueprint. I always talk about the container, that we've built the container, and we pour the right elements into the container. The blueprint is your container. As long as we know what the container is and what it's supposed to do, we can ask if those things fit.

An example of this, when you bring it back to traffic, I have a client who I coach here, on a local basis, and he is a doctor. He's thinking he wants to get into social media to get more traffic to his offerings. I'm asking him, *"Are you talking about Facebook, or Twitter, or Pinterest, or LinkedIn?"*

LinkedIn is where he needs to be building because he's a doctor. That's where his traffic is going to be, but if he doesn't drive to what Alex is talking about with the blueprint… And we have been working on his blueprint for months now, because that is the key to making everything work.

He's going to be able to pull the trigger on this entire thing and have traffic come in. It doesn't matter where it comes from because he's going to be driving traffic into this system and it will evaluate and pre-qualify for everybody as they come. That's awesome.

Alex: What NAMS is, is a container for you to learn where you feel the safest. That's what container, and what blueprint, NAMS represents. 100, 200, 300, 400. First

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question is, *"Where should I be? Where should I start?"* The goal is that. This has been an indoctrination session for traffic.

There are a lot of people I know who'd be offended and say, *"Okay, I thought we're going to learn about traffic."*

You learned everything about traffic, really.

If someone says, *"I know what my blueprint is."* Then I'd say, *"Great, then I can tell you where to go for traffic."*

So the answer is, it depends, and it depends on your blueprint. You're not going to put Victorian furniture in a home that was designed for 2016. Two things clash with each other.

What I'm saying is not new, it just may not be what you expected.

Start with the blueprint. What a great place to start?

Even when that little voice says, *"I don't want to do that."* Get rid of that and start doing it again. David.

David: Linda says, "Don't you indoctrinate new members with your message?" You do indoctrinate new members with your message, and we try to indoctrinate new members with our message, but one of the things that we're trying to clear up in the NAMS system is getting away from broadcast messages to more finite segmented messages with the right message market match. That, to me, is key.

Alex: I tell you something, that's a really good question. I wasn't really sure what she meant by that. Ryan Deiss is the smartest marketer I know, personally, and what he states, what he's taught me, is that the purpose for broadcast email is for ascension only. Meaning, just get him to another bucket and have the auto-responders working on them there. Don't sell them something new, that's how you get opt-out's and unsubscribes. Use the broadcast to ascend them within your system. Indoctrination is not a message, it's an experience and experience has multiple messages. The best experience you can give them is a 5-minute video saying, *"This is who we are, this is why we're important, and this is how you can get the most out of us."*

Again, this is who we are, this is why it's important that you're here, and this is how you can get the most out of us.

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If you just use that blueprint and deliver the message then you'll start going down the right path enthusiastically. You'll be in Heaven without the inconvenience of dying.

David: Alex, if people want to take the assessment at your site, can you send them there? Do you have a link for them that they can go see your assessment?

Alex: Yeah, the simplest place to go is funnelmarketingblueprint.com. Check it out and borrow bits and pieces. If you want to see what a strategy session or a discovery session looks like you'll be invited if you commit high enough in the final section. But, funnelmarketingblueprint.com, that's where you go.



Now, when people go to marketingonline.com, I have two indoctrination links. If you go to marketingonline.com it'll say if you're a serial entrepreneur click here, if you own a physical business click here. Those two are different. I have one assessment for one and another assessment for another, so I'm indoctrinating them down two different roads. Does it work? Yeah. Does it take awhile? Yes. Does it make a lot of money? Uh-huh. Does it reduce rejection? Yes. Why? Because you would never talk to your child as you would talk to your grandmother.

You're talking to two different groups. It's all a part of marketing. No one ever said marketing is easy, it's simple, but not easy. It's like life. It's an on-going and learning process.

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Now, I ask for the opt-in, just so you know I walk the talk, I don't ask for the opt-in before you take the assessment. If you don't want to opt-in to my list, don't. You can take the assessment and you won't be opted-in unless you want the report of findings.

My opt-in is not an ethical bribe or a flip chart or a blueprint or something like that. Mine is giving you the report of findings, it's all about you, like seeing your own picture, in a photograph with family members in it. I think that's a really good ethical bribe. Hey, you don't have to opt-in, but if you want to, you've just taken this assessment which means I've indoctrinated you, then just type in your email address, your mobile number, which is optional, and your name and we'll get it to you. David, I think you do the same, don't you?

David: We do. It's just been working wonders because not only just that gives us a better quality of opt-in from people, or better quality of person, or prospect, but it gives me the ability to know who I'm talking to. Those 15 minutes sessions, I was dreading them in the beginning.

But now, those 15 minute strategy sessions are so much fun because I can help people so fast in those 15 minutes sessions. I'm really getting excited about doing those. I do 3 or 4 of those a day now.

Alex: Awesome. This has been an indoctrination to traffic. I'm glad I could take part in it and thank you for trusting me, David.

David: Thank you for being here, Alex, as always.



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