

# How to Close More Deals for a Huge Income Boost

*The Secret Ways to Build and Grow Your  
Business and to Increase Your Sales!*

**Featuring Mike Koenigs, Ed Rush and Mike Filsaime**



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## WELCOME

First, if you're looking for ways to **build and grow your business** and to increase your sales, you are in the right place at the right time.

### Ed is going to share the five to six figure mobile sales formula.

This formula Ed and Mike have been perfecting and using to close a \$8,900, a \$18,500, a \$29,000, and \$70,000 deals. This is something you definitely want in your arsenal.

### You'll also get the five most lucrative business models that are available.

Ed and Mike have a **new business category** that allows you to do less work, earn more money, and make more impact as well. If you're in a spot where you are charging by the hour or by the project, this is an effective way to take on more clients, get paid more, and earn more as well. Moreover, it will **work in any industry**.

### Ed is also going to teach you the eight words to double your deals technique.

This is a psychological formula that works in any industry and any business anywhere in the world. It gets someone thinking and answering questions that are **exceptionally effective** to help you understand your client better, for them to feel like they're really well understood, and it allows you to present a more expensive offer much more effectively.

Finally, we have the client intimacy multiplier. This is single-handedly the most effective technique that Mike and Ed have been using to **create engagement with prospects and clients** before, during, and after a sale. What it results in is a multiplier in terms of the value of the product and service you are able to provide.

## Meet Mike Koenigs:

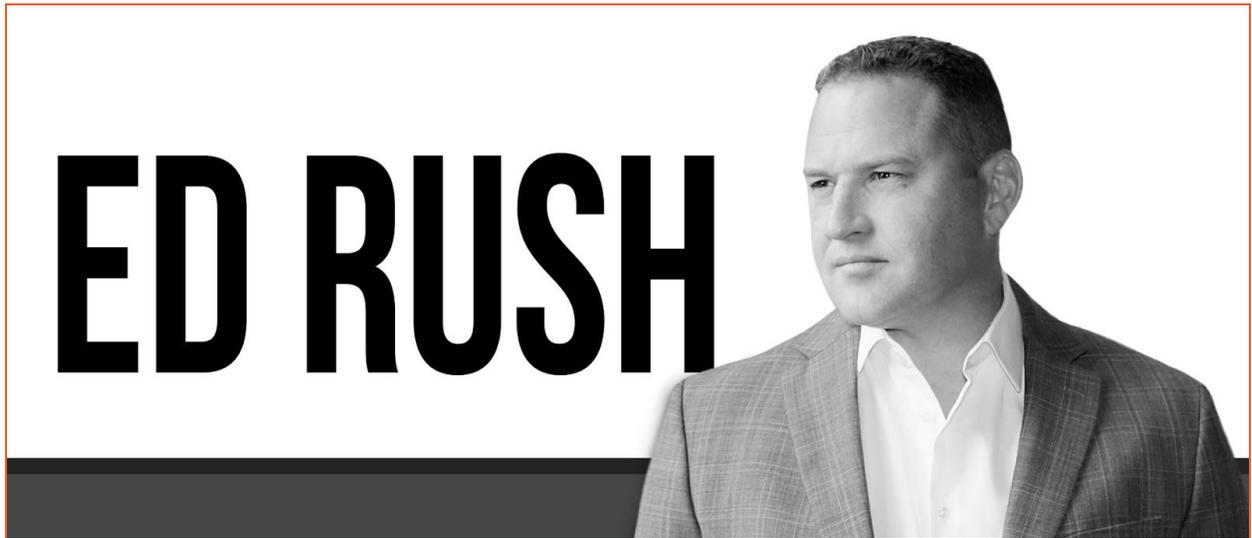


Earning over \$44 million dollars online and **helping more than 45,000 customers in 60 countries**, Mike has influenced and helped people from around the entire globe. Helping them start, build, grow and reinvent themselves, and their businesses.

For years, Mike has been **bringing celebrity level marketing tools and resources** to empower start up entrepreneurs and businesses all over the world to do business with anyone using his, You Everywhere Now, system. With the click of a button anyone can do business with over half of the human race and Mike's tools and training's make that possible.

After 30 years a serial entrepreneur, today Mike is a **10 time best selling author, international top rated speaker, consultant, coach, angel investor, host of his own TV talk show**, the Mike Koenigs Show, and he's also a philanthropist who's raised over \$2.3 million dollars for the, Just Like My Child foundation. An organization that supports an African community of over 600 thousand people in Uganda and Senegal.

## Meet Ed Rush:



Ed Rush is a former F-18 fighter pilot, and as a former F-18 fighter pilot, this guy has a military mind and he is not only the most disciplined but **the most efficient person** Mike has ever worked with.

If you ever have a chance to work with Ed Rush, you want to take him up on it because not only is **he great at being able to deconstruct and understand a business in just a couple minutes**, he knows how to present big deals, and that's a big part about what he's going to be sharing with you today.

## Meet Mike Filsaime:



Mike Filsaime started Internet marketing in October of 2002. His first purchase was a product called Instant Internet Empires, which taught him how to get started and he was really good for the newbie. But, he had to learn many other techniques on his own. Mike is a student of How-To and Self Improvement books. He's always looking for that edge to take himself and his projects to the next level. So, he **encourages you to be brave enough to purchase quality products that you come across that will enhance your life.**

In January of 2006 Mike **did his first Million Dollar product launch.** From that point on, his efforts have generated millions of dollars online.

To Mike, the most important thing now is **quality of life.** A nice income makes it easier to have, but if you leave no time to enjoy it, you could be worse off than when you started. At one time Mike was doing close to \$10 Million per year in sales with 75 employees, but to quote him "It was not fun." As always, the 80/20 rule was applied and he decided to focus only on the 20 percent of our products that resulted in 80% of our profits.

## Success of the System

In 2012 Mike and Ed brought 28 people together in San Diego. They told them they were going to **teach them consulting strategies, how to close, and how to deliver a great product.**

Remember, you **don't have to be a lot better to win.**  
You just have to be a **LITTLE BIT BETTER.**

So for two days, Mike and Ed unveiled this entire system. They taught, explained, answered questions and empowered these 28 people to use the system and see how it worked for them. Then the question became, would they be successful? **The numbers totally and completely blew us away.**

Now, think about this, Mike and Ed had been teaching people to close deals during that training that were \$2,000 deals, \$5,000 deal, \$10,000 deals, \$20,000 deals, and **giving people formulas and formats** to accomplish this. The first success story from those first 28 people that came in was **\$74,500**. This is actually Carolyn Sampson who sent us the **very first success story** back in 2012:



Carolyn Sampson

Carolyn Sampson is a coach and success strategist in Colorado Springs, CO.

Carolyn used our system and combined it with her business coaching practice. The tools allowed her to expand a coaching engagement and to close her first client (a doctor) for \$74,573.

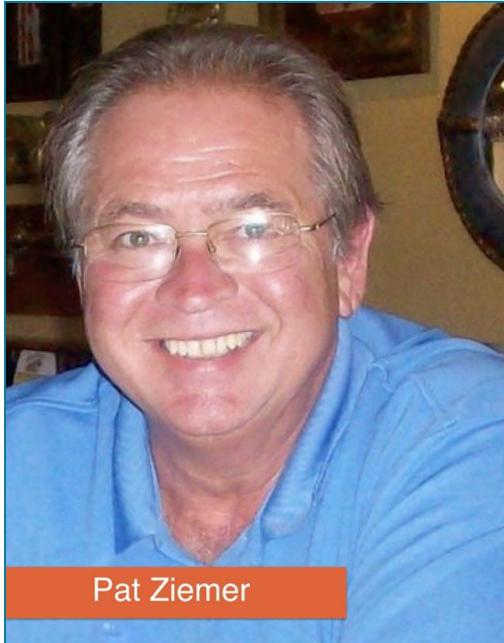
She also contracted for 10% of her client's growth for the next 2 years. In addition she closed 9 more 5 figure deals during the same time frame that also included residual income.

Last month, she closed a million dollar deal, just 5 months after completing her training.

Curious, after about a year, Ed and Mike sent out a survey. *The results completely blew them away.* **Over 87.5% of the people** who responded, said they had **closed a significant deal within two months of the training.** Half of them within two weeks.

## Here Are Some More Examples:

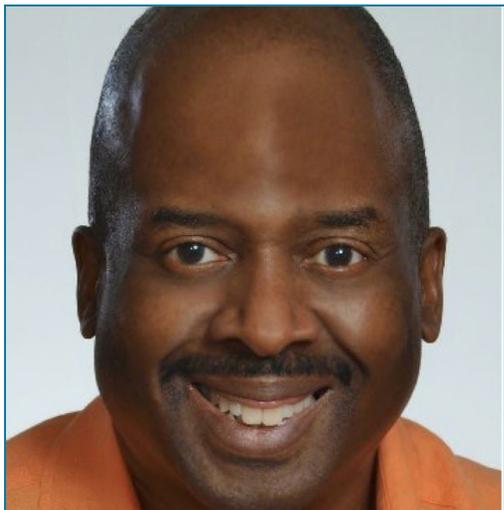
Pat Ziemer, who **grew an entire 7-figure business** based on this consulting program, or a certification program around his Magna Wave healing device for horses:



Pat Ziemer is the owner of Magna Wave Therapy Devices. The therapy devices are used extensively on performance horses and professional athletes. The last five Kentucky Derby winners utilize the therapy regularly.

He used our system to start a Certification program for Magna Wave practitioners. The certification course kicked off 28 out of 40 practitioners participating in 4 week course at \$200.00 per participant. The course is being recorded and made into an ongoing program at a cost of \$250.00 per module. He used the system to publish and promote a book that achieved a #2 ranking in the Amazon Self Help category.

Zemira Jones, **\$12,000 a month deal** to launch and grow his own media campaign:



## Landed \$12k/Month Deal to Launch and Manage New Media Campaign!!!

Zemira made the tough transition from expert (radio broadcasting) to doing livecasting, podcasting and bookcasting for his clients and customers.

He's proof - he recently booked \$138,950 worth of business over the past 60 days.

Kendra Dixon, who came in with a \$10,000 deal, then a 5-figure month, then a **6-figure consulting business having never consulted before:**



Kendra Dixon

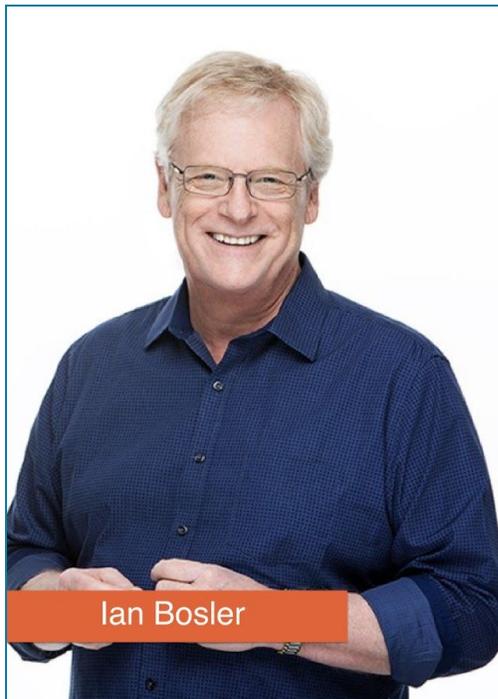
## \$10k Deal!! First 5-Figure Month!

Kendra is the Product Creation Consultant and Marketing Strategist. It is her 17 years of experience in marketing and project management that makes her someone you want to engage with (plus her odd ball sense of humor does too).

Over these years Kendra has gained professional experience in multiple industries, including information marketing, computer software and hardware, retail services, sports and entertainment, community development, and higher education. She credits her success to her attention to detail, her love of technology and her entrepreneurial spirit.

As a business owner herself, Kendra can relate to the challenges that face entrepreneurs and enjoys helping them develop programs that provide results. She has worked with numerous clients to create custom-designed programs that provide actionable, measurable information in areas such as training programs, sales materials, customer satisfaction and more. – the best in the industry.

Ian Bosler, a **\$37,500 deal:**



Ian Bosler

## Landed \$37,500 Deal!!

Had a great week last week. Closed two deals Helping a client break the Bio Tech funding model a sweet \$7500 up front and \$2500 per month for a minimum 12 months (Total \$37,500),

Creating an automated marketing and sales funnel for a B2B client. \$8000 up front plus \$2000 per month (total \$32,000 year 1). The proposal and agreement templates work a treat, Thanks Ed.

Next week should be even better with what's in the pipeline. I'm glad I already have a team to do most of the delivery work so I can get out there and "deal" like crazy.

## 80/20 Rule

**The 80/20 rule says, is that 80% of the people are not successful, 20% are; 20% implement, 80% don't implement.**

Now, in the interest of full disclosure, no one can look you in the eye and say, that when you use the system that Ed is about to teach you, that you're going to go forward with an 87.5% success rate.

**But if you're willing to implement**, if you're willing to roll up your sleeves and absolutely make it happen, we believe that you're going to see success.

Here's what we can guarantee with 100% Accuracy: If you don't do anything, absolutely nothing is going to happen.

If you do consult, how about taking a few minutes right now to find out how you can **make a ton more money, double, triple your revenue, or take more time off**, or even help a bunch more people.

There's **no better time than the present to get into coaching, consulting, or advising.**

## Myths You've Been Led to Believe

They're just myths, they're things that you've been told.

They're not like personal growth blocks, they're actually ways of thinking and ways of acting as a consultant, and what you need is the **right way to communicate as a consultant**.

### MYTH #1: "I Don't Know How to Start"

Okay, so this is actually the second biggest question we get, which is, "I want to get into consulting. I'd love to make an extra \$10,000 a month, but where exactly do I start?"

The point is, **you need a system**. That's why Ed is going to share with you step-by-step what the system is. Otherwise, you're just shooting in the dark.

Mike and Ed took a lot of time and identified the **five most lucrative business models** that you can absolutely start in right now.

#### MYTH #1: I DON'T KNOW HOW TO START

### 5 CONSULTING MODELS

- **Book marketing**
- **Digital marketing**
- **Video / Webcast marketing**
- **Product creation**
- **Strategic advisor**

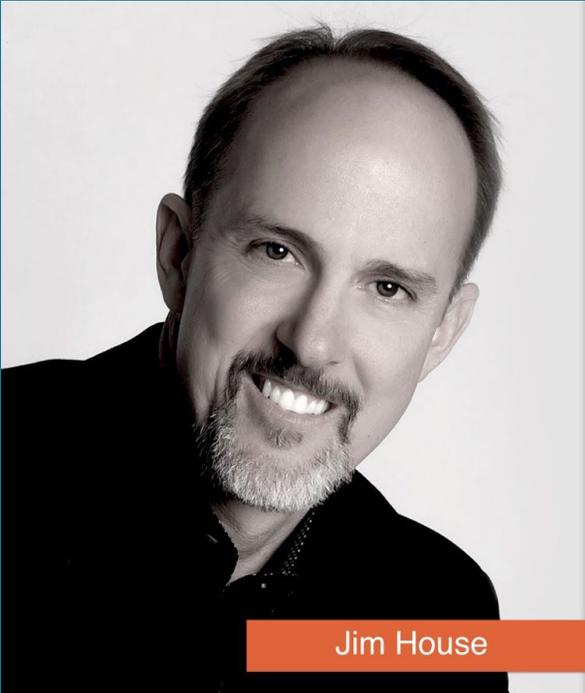
There's a list of a lot of different other consulting businesses you can have, but Mike and Ed found that **these are super, super lucrative**.

**Right now people are willing to pay money for you to help them solve their problems, for example:**

- **Book Marketing:** help people to get books launched, done, or to become a bestseller.
- **Digital Marketing:** help people get leads or customers.
- **Video or Webcast marketing:** help people do webcasts to broadcast their message.
- **Product Creation:** ask people questions and put together a product.
- **Strategic Advisor:** help people to bring their business into a new level. (A natural progression as a consultant is actually to move into strategic advisor.)

When it comes to actually digging in and doing the work, the first four is where that's going to happen. As a strategic advisor, you walk in, sit down with the business, and you give them advice. **You tell them what to do.** Then you leave and their team does it. This is very lucrative and not a lot of work on your part. **We'll show you how to get into a business like that.**

**Here is one example, Jim House.** When Jim first came to us, he was actually writing books and working with dads. As Jim was blowing up the book world, we encouraged him to become a consultant.



**I Am Now Charging Between \$5,000 and \$35,000!**  
Working with Ed, my business grew exponentially. Now I am charging between \$5,000 and \$35,000. I absolutely would recommend Ed. The impact that Ed has had on my life has been profound. He is a skilled, brilliant guy, authentic guy who knows his stuff.

YOU EVERYWHERE NOW CONSULT & PROFIT

Jim House

Now, you might be saying, "Look, I don't know anything about any of this." Remember, the most lucrative consultant models are the ones that were just identified, but there are a bunch more.

This will work for **any niche**.

## This will work for you **in ANY NICHE**.

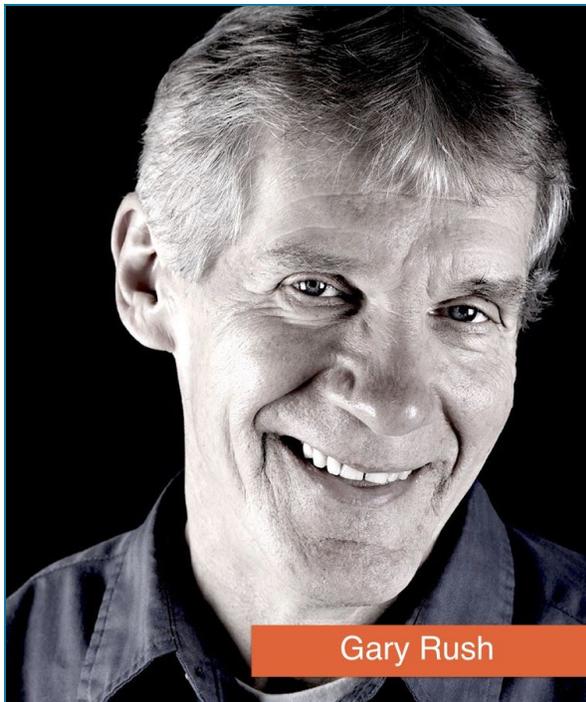
- Writing / poetry / fiction
- Debt management
- Money, finance
- Dentistry
- Education
- Entertainment / events
- Music instruction
- Therapy / counseling
- Addictions
- Home business
- Hypnosis
- Info marketing
- Insurance
- Online marketing
- IT / support / training
- Legal / law
- Martial arts
- Nutrition, healthcare
- Fitness, gym, weight loss
- Alternative medicine
- Financial services
- Spirituality / Religion / Ministry
- Coaching and consulting
- Personal growth
- Relationships / love / sex
- Speaking
- Non-profits / charities
- Travel
- Caregiving
- Design / art
- Cooking
- Copywriting

## This will work for you **in ANY NICHE.**

- Photography
- Real estate
- Retail
- Retirement
- Security
- Skin care
- Parenting / children
- Software
- Management
- Automotive / transportation
- Trade
- Associations
- Astrology
- Animals / pets
- Fashion
- **YOUR NICHE, ANY NICHE**

**Here's another example: Gary Rush** (No relation to Ed)

Gary is a personal coach. He **helps people solve their personal problems**. He helps them achieve breakthrough by asking them a series of questions.



Gary Rush

### Getting Clients at \$500 an Hour!

Before working with Ed I was making (maybe) \$100 an hour and now I am getting clients at \$500 an hour! I am now making more money with less clients. I've been in this industry a long time and Ed is unique. He gets results, period.



## MYTH #2: “Not Believing You Are an Expert

First, **in the land of the blind, the one-eyed man is a king.** What that means is you don't need to know more than your prospect on a certain topic. **You just need to know the right questions.**

Most consultants think, "Gosh, I need to know all answers." That's not true. What you need to know are all the questions. What you need to know, also, is just a little bit about a topic, so that you can help them move forward and you get paid to learn.

**What you do need, however, are two things.** First, a desire to help people. That's what consulting is. Second, the willingness to close the deals. You can learn the rest in implementation.

### MYTH #2: NOT BELIEVING YOU ARE AN EXPERT

#### NEED 2 THINGS

- ✓ Desire to help people
- ✓ Willingness to close deals

**You can learn the rest in implementation.**

Ed told you the story about Carolyn Sampson. The other part of the story he didn't tell you is **when she offered her digital marketing package to the doctor that she was working with, she didn't know how to implement all of it.**

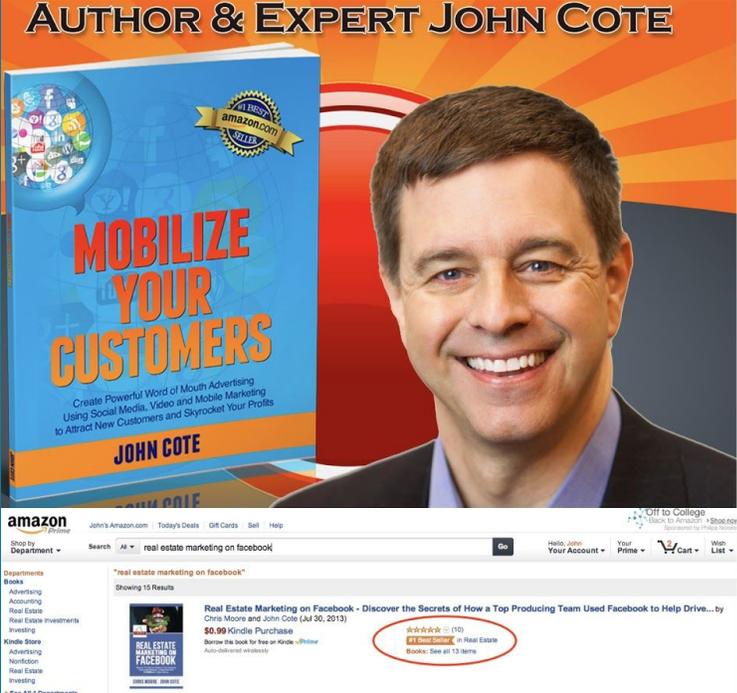
What she did is she offered it, closed the deal, and then came back into and did another training with Mike and Ed, so she could learn how to deliver it all. That's closing a deal right there.

## MYTH #3: "I Need Money Now"

**Consulting is the fastest way** to make \$10,000 like right now (in Mike and Ed's opinion). Mike and Ed are going to show you how to close a \$10,000, or a \$5,000 deal, or four \$2,500 deals.

If Ed had to start from scratch right now, here's what he would do. He'd take out his phone and would start texting people on his phone or on Facebook and start doing **one-on-one assessments**.

In fact, that's what John Cote did, who **closed a \$12,000 deal coming right out of our program** in one day.



### Closed a \$12k Deal In One Day!

- Attends Certification In December
- 1st Call When Home - Medical Doctor
- 90 Minute Meeting
- Got paid \$12,000 to create a book for that doctor
- Now producing a weekly "Medical Tourism" podcast that gets him clients

## Six Figure Text Message

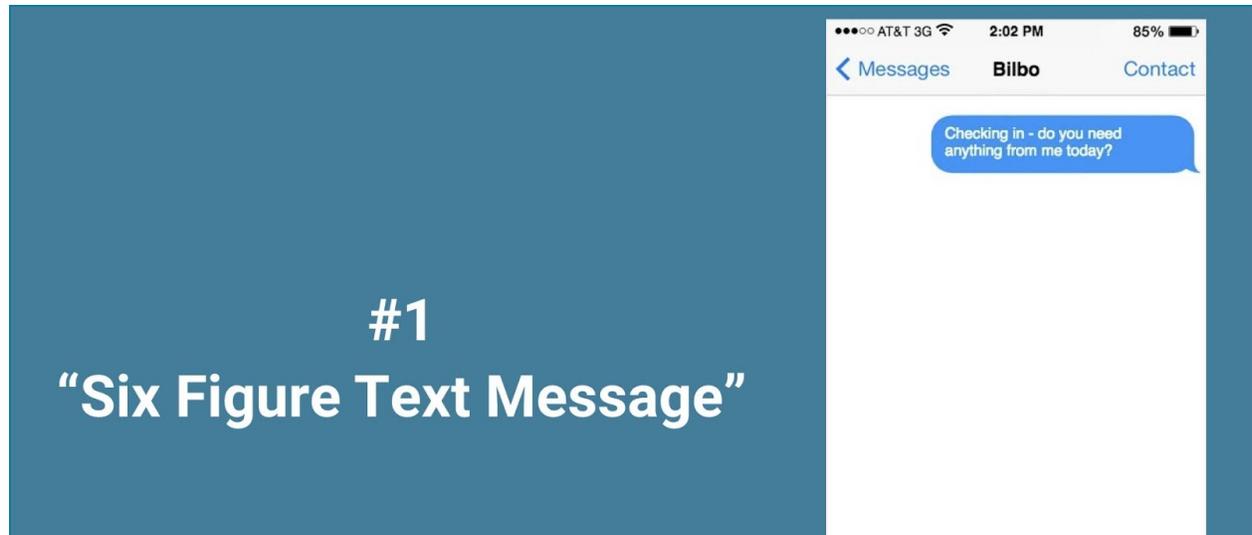
Let's talk about the text messages as a technique.

Any time Mike comes back from a meeting and has got business cards he needs to follow up with, or when he gets off of a plane, this is the technique he uses.

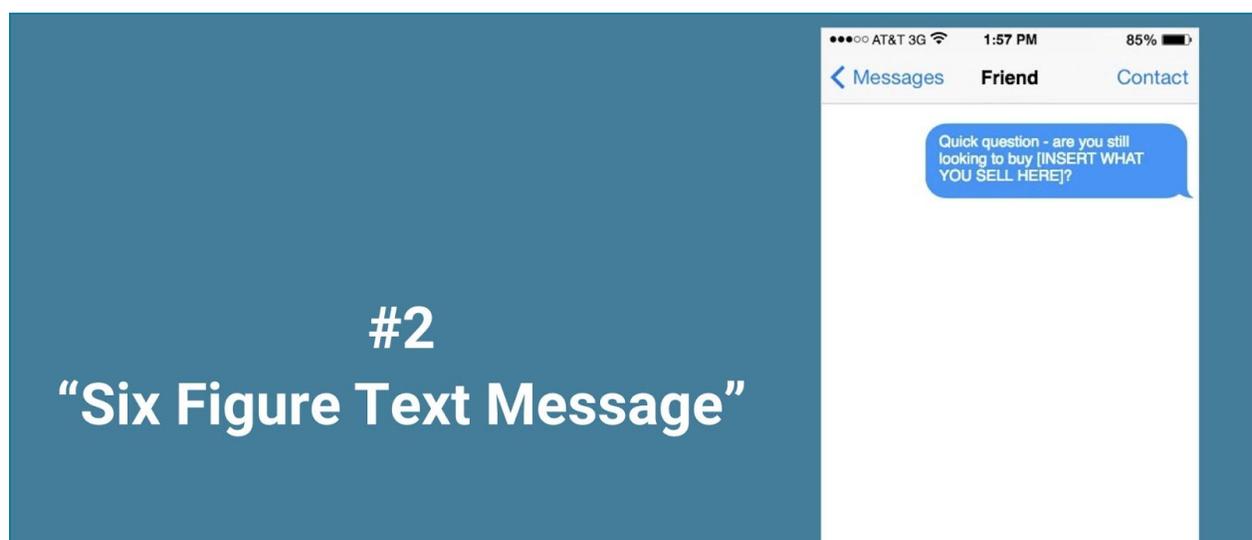
What he found is that videos made with mobile phones are a lot more intimate, so people feel a deeper connection with you.

Some of the messages below are literally one line and they **are designed to generate a micro commitment**, which is just a response and a reaction. Instead of dumping a whole lot of stuff on top of them. Here's the biggest thing that using mobile text and mobile video does and mobile audio also.

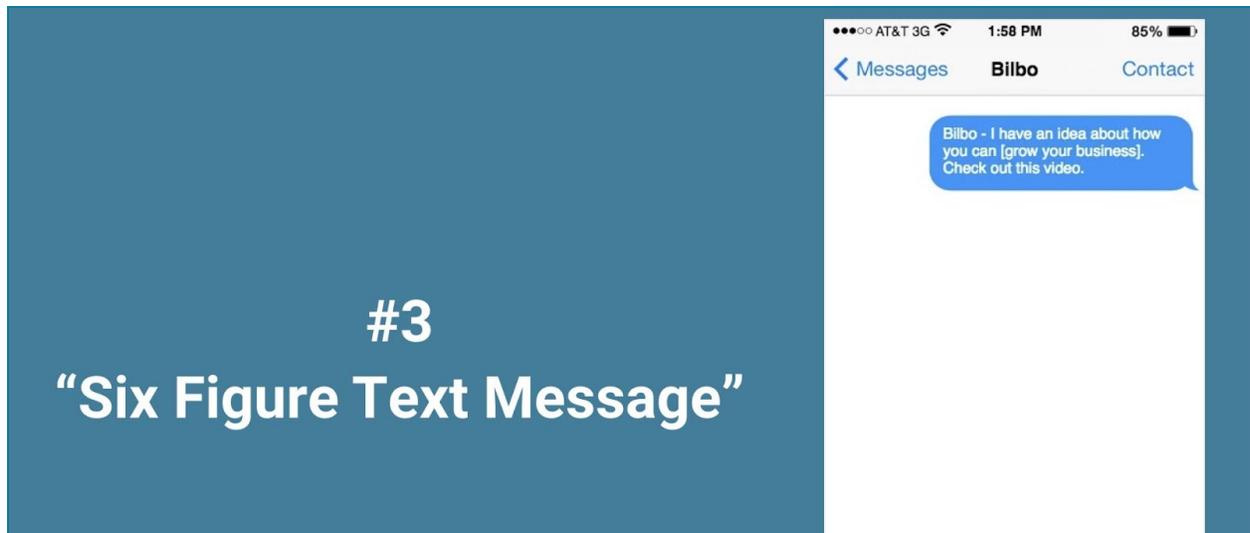
**This is message #1 that Mike uses.** It is so simple. It's just checking in, "Do you need anything from me today?" This will just start someone to respond or react to you and give you some sort of feedback.



**Here's another one.** "Quick question. Are you still looking to buy or interested in (and then whatever that is)". This would be for someone that you have inside your mobile text. It provides some **very fast engagement**.



Here's another one which is a classic. Which is, "[First Name], I have an idea about how you can grow your business, lose weight, get healthy, (or whatever value you provide, insert it here)".



You may add to that, "Watch this short video and it will explain what I'm talking about." Or, "Are you interested in knowing more?"

This is a summary below of **Mike's strategy to engage people**. Again, the leads he's either getting from Facebook messages, live events, business cards, acquaintances, etc. If you just search through your past messages in your phone, you can find that there are literally usually anywhere from 20 to a couple 100 people that you started to connect with, started communicating, and both of you forgot. The point is, this is a re-engagement strategy.

**You take your phone and record personal messages to people.** The first video is simple, click record and here's an example of what Mike says :

*"Hey, this is Mike Koenigs and we met at the Bulletproof Conference. While we were there, we talked about how to access more people, how to increase your visibility and how to (whatever you do, how to do this.) I'm following up with you because I've got two ideas that I know can help you grow your business. If you're interested, what I'm going to do is give you a strategy that you can use to engage an audience very, very quickly. That's the first one. The second one is an idea on how you can get (whatever result that you talked about). If you want to know more, just respond. Say 'Yes' and I'll send you a little more information."*

**The following video then**, is simply telling them about what it is. Then, if they say, "Yeah, I want to know more", send them an order link with a short "Thank you for being interested" video.

## MYTH #4: “I Don't Like to Sell / I Don't Know How to Close”

The point is, **people don't like being sold to**. People don't even like being offered things. The idea in consulting and coaching, it is a conversation that's simply ends in a question, which doesn't even sound like you are actually closing anything.

**Next thing you know you are getting a check**, you are doing business with somebody and you are both having a really great time.

This system takes away all the prospecting, all the cold calling and turns it into a series of questions.

**Closing is getting someone to say yes.** Closing can be as easy as, *“Are you ready to get started working together?”*

### MYTH #4: I DON'T LIKE TO SELL / I DON'T KNOW HOW TO CLOSE

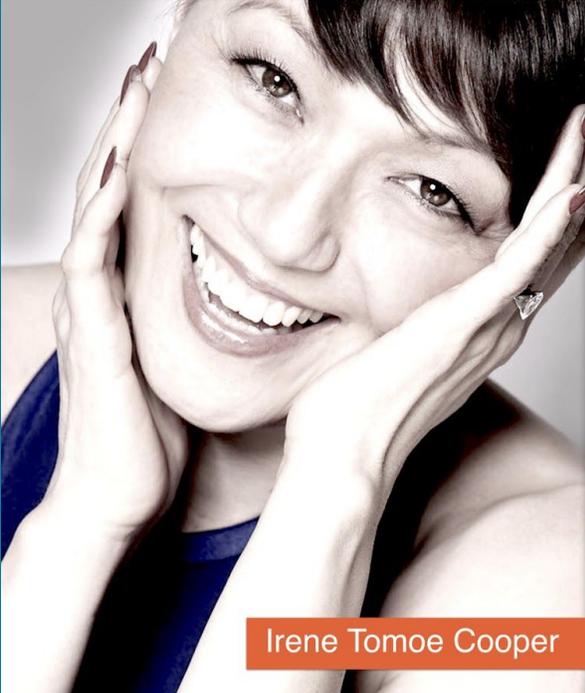
**Closing can be as EASY as “so are you ready to start working together.”**

That's the way Ed closes deals. Think about that for a second. You get into a conversation, you are talking to somebody and then you just go, “So, are you ready to get started working together?” That's closing.

That's not manipulative, that's not hard, that's not persuasive, **that's just a question**. What happens with that question is they either say yes or they ask you some follow up questions and you answer those questions and you move forward.

**These are 8 powerful words.** *“Are you ready to get started working together? Are you ready to start working together?”* Those are the words that you can say, **just go ahead and use them.**

For example, Irene, she was doing deals at 500 dollars, now she added a zero.



**I Now Make Over 6-Figures!**

Before working with Ed, my biggest obstacle was asking for money. I was charging \$500 a month for my services. Ed added a zero to that and within a month I had 4 clients paying me \$5,000. Now I make over 6-Figures. It's all due to Ed.

Irene Tomoe Cooper



Someone is going to **say either yes, or they are going to ask you a question**. They are going to say, "Yes, but the price is a little bit high." Or, "Have you ever done this before?" Or, "Do you have a guarantee?" Or, "Can you tell me a little bit more about what you do?"

If they do that, what you are going to do is you are going to say a comment or ask them a question that Ed calls the "yes before the yes". What you are going to do is you are going to say something like, "I'm assuming."

**"I am assuming..."**

For example, the client says, *"Your proposal looks good. We just have a few questions on the proposal."*

Then, you may say, *"That's great. I'd love to stand and answer your questions. I'm assuming that once we get through the questions, if everything has been answered according to your satisfaction, we are moving forward on a deal. That's my assumption."*

**This is called a yes before a yes.** Here's why. They have to say yes because if they say no, you're like, *"Well, why are we asking these questions in the first place?"*

If they say yes, you know that you got like 3 questions to answer and then, you are going to move forward on a deal. What you've just done is **close the deal before you close the deal**. You get a yes before the yes and it starts with assuming:

*"Hey, I'm assuming once we get through these questions that we are going to move forward on a deal assuming everything has been answered to your satisfaction."*

That's the way the yes before the yes works.

## **MYTH #5: "Isn't This Just Trading Dollars for Hours?"**

The answer is actually "yes", but everything is.

The question isn't about trading dollars for hours, **the question is how many dollars for how few hours?**

For example, when you go to the bank, you bring a check to the person at the bank that's got 10,000 dollars on it or 15,000 or 20 or 25, these are real numbers from real deals from our students or deals that we've done. When you bring that check to the bank, here's one thing they don't ask you. They never say, "How many hours did you work to get that check?"

The point is, hour for hour, pound for pound, here coaching, consulting, and advising are some of the single best ways to get a lot of money with a little time and **have a huge impact**.



## System Recommended by Mike Filsaime

I've gone through Ed and Mike's stuff. I've worked with them before. **Guys, I want to let you know, I've used this.** I once made a promise to myself, one of the stupidest promises in the world. That I would never do consulting work or coaching. It was one of these things after reading "Rich Dad, Poor Dad" about never selling your time for money, but I've never realized how crazy that was when **the opportunity was to sell your time for \$5,000, \$10,000, \$15,000 or \$25,000.**



I was with Mike and Ed a couple of months back and they were going over some of these techniques. I said, *"Okay, I'm going to eliminate this barrier that I put up, this fake wall that says I'm not going to sell my time for money."* It was one of the stupidest things that I ever did.

I remember what Ed had told me. It was a little joke. He had said, *"Mike, when people are saying that, you got to remember that they're saying that 'Hey, I know that people get \$1,000 an hour for your time, so I'd like to get a quote, free lunch right?'"*

I used some of the techniques that they had. As soon as I did that, the person said, *"Yeah, tell me. Give me your plans and what you can do."* I said, *"Okay, here's what I'm going to do."* Because I didn't want to negotiate in person.

It's not something that I recommend, to negotiate in person. Always tell people, *"Okay, I'll get back to you immediately with an email."* Get it back right away. **Ed and Mike can tell you some of the techniques that you get in the email to get the response.**

I didn't want to give a price to the person upfront because then you never know what their face is going to say. They might just have to check with their partner or whatever. I said, *"I'm going to get you an email."*

Here's what I did. I gave a one day for \$15,000 and a two day session for \$25,000. They would fly me out all expenses paid, put me up in a hotel. Within five minutes of me sending this email, they replied back and said, **"\$25,000, where do we send the wire?"**

Within three days, I was on a plane consulting for them. What's great, even better than the \$25,000 I got from it, is they got such great results from what I was able to give. I feel bad that I had this wall that said I'm never going to do coaching and consulting again.

It's not only the easiest money that I ever made, but some of **the money that I felt so good about** when they were shaking my hands and saying, *"I cannot wait to implement this."*

Then they're texting me saying, *"We just did \$380,000 with our event."* I was like, *"Okay, well, they got their money back. I feel great."*

**This is something I would never have done and that was just a couple of techniques I learned from Mike and Ed.**

## 8 Things You Want in Your Toolkit

Now you will learn the 8 things that you'd want in your tool kit. When you line these 8 things up you are going to make money. **You are going to have people who are coming to you.** You are going to know the questions that you are going to ask. You are going to know how to pitch. You are going to know how to close.

### #1 Positioning Tool

This is critical. Remember it's them coming to you, not you going to them. One of the most important things you can have as a consultant is positioning. You might be thinking, "How am I supposed to get positioning where somebody is coming to me? I don't even know who would be coming to me." Now, positioning is this, it's just rapidly **showing yourself as the obvious go to or expert.**

#### 1. Positioning Tool

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- **Rapidly position yourself as the obvious EXPERT and "go-to" person in any niche or industry.**
- **Positioning is what gets them to come to you...and it gets them ready to say "YES!"**

Things You Want in Your Toolkit

It gets them ready to say yes, which is why positioning is so important. **Deals close when you have positioning.**

It includes having a book or a number one bestselling book, having a podcast, where you interview people and you are the expert, or doing interviews with high level or high value folks. Maybe you are blogging and you are an expert.

## 1. Positioning Tool

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### Some Positioning Tools include

- Books
- Podcast
- Interviews
- Blogging
- Speaking

Things You Want in Your Toolkit

Also, you can **do what is called “turning the tables”**. For example, if you're talking to someone and they start saying, *“Well, tell me more about you. Tell me more about what you do. Tell me what you can do for me.”*

You can actually **turn the conversation around and say**, *“Maybe you can give me a few reasons why you feel like you're a good fit to work with me, or a good fit for this program, or a good fit to write a book with me.”* You can do that very, very conversationally and very seamless. When you do that what happens is that instead of you telling the person why you're so great and why they should work with you, what they start doing is telling you why they're so great and why they should work with you.

### If you don't have a positioning tool, get one or choose another strategy...

- Becoming strategically unavailable or
- Turning the tables with a question like *“so...can you give me a few reasons why you feel you're a good fit for this program.”*

## #2 Pricing Strategy

Pricing is the biggest question. This is where most coaches and consultants completely fail. They very much **underestimate their value of their time**, their experience, and their story.

**It's important to understand the value of what you offer.** It's in one word: impact. What you do is you ask questions to qualify and to start putting someone in a place where you start to see what they're willing to pay.

Now, there are **six different pricing models**.

### 2. Pricing Strategy

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#### 6 Pricing Models

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| 1. Consulting Fee               | 5. Up-Front Payment with a Percentage |
| 2. Monthly retainer ("a month") | 6. Ownership of Company or Product    |
| 3. Percentage                   |                                       |
| 4. Trade                        |                                       |

Things You Want in Your Toolkit

- **Consulting fee:** someone pays you a certain amount of money to work with you.
- **Monthly retainer:** get paid every single month instead of once.
- **Percentage:** you work with someone and they give you a percentage of the project, product or business you work on. Be careful here, new businesses are really willing to give you a percentage, but remember, 50% of 0 is 0.
- **Trade:** typically not advisable. Be careful what and with whom you're trading.
- **Up-front payment with a percentage:** might be a better option for only the percentage deal.
- **Ownership of company or product:** smaller percentage points on the company so that you can start to work with them.

## #3 Presenting Strategy

We're going to talk about **how to add 0's to deals**, which is presenting. It sounds like you're actually talking about yourself, but you're not. You're actually asking the questions because **the deal is always about your prospect**.

Huge mistakes start to happen here. Your prospect might look at you and they might say, "Tell me a little bit more about what you do." Most consultants at this point just start talking for hours. They start telling story after story and they start solving all the person's problems, but remember, this question, "What do you do," when someone asks you. What they really mean is, "What would you do for me? How could you help me? How can my business grow because of what you can do for me?"

When someone asks you, "What do you do?", **you can respond with a series of questions.**

### 3. Presenting Strategy

---

#### Doing / How's That Working / Like to Be Doing

- |              |                      |
|--------------|----------------------|
| 1. Leads     | 4. Retention         |
| 2. Customers | 5. Sell to Customers |
| 3. Ads       |                      |

Things You Want in Your Toolkit

For example, you could simply turn around and say, "You know, I'd love to get to know your business a little bit more to see how I can help you so why don't you tell me what you're doing right now to get leads?" Have them answer the question.

"How's that working for you?" Have them answer the question. "Now, what would you like to be doing to get leads?" These are the three questions on leads.

Then say, "What are you doing right now to get customers? How's that working for you? What would you like to be doing to get customers?"

Start through these questions and what you're going to start to see are the issues that the business owner has, the pain points that the business owner has, and you're going to start to hear it.

### 3. Presenting Strategy

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#### Magic Wand Questions

- 3 problems / challenges

#### Budget Questions

#### Done Before Questions

- Consultants
- Help

Things You Want in Your Toolkit

**There's some other questions.** For example, there is a question Ed calls **the magic wand question**. Just say to a business owner, "Hey look, if you could just wave a magic wand and you could make 3 problems or challenges go away in your business what would they be?" Now you are thinking about what their challenges are and how you can solve them.

Then ask them **done before questions**, for example, "What consultants have you worked with before? What kind of help have you had before? What kind of budget have you had in the past? What kind of budget do you currently have? What kind of budget do you have for marketing? What kind of budget do you have to bring someone in?"

**Start to ask them questions about money** so that they can start to answer questions about what they have available, like "Could you give me an idea where you range is?", so that you can see how you can fit yourself in and actually get paid.

## #4 Pitch and Close the Deals

Finally, we're going to get to the point in which someone **actually pays you**.

There's two ways to do this. **The most effective way to do any kind of consulting, advising, coaching, selling is one on one. The most efficient way is to do it one to many.**

### 4. Pitch And Close Deals

---

#### 2 Ways to Do This.

- **Most EFFECTIVE: 1-on-1**
- **Most EFFICIENT: 1-to-many**
  - **Speaking, podcasts, webcasts, books, social media and more.**

Things You Want **in Your Toolkit**

Actually, **the big ticket deals typically occur and there's two parts to this**, which is this, number one asking for the sale. The eight words you're going to say, "So, are you ready to get started working together?" Those are the words for asking for the sale.

Then answering questions. Most consultants or sales people would call these objections. They're just questions. They're questions that people might ask. For example, the price. They might say, "Hey, the price might be a little bit too high," or, "Is there a way that I can do payment plans?" Those would be, if you're a salesperson, you would call those objections. Those are just questions. They're just someone asking you a question.

Pitching and closing deals or getting paid is nothing more than asking for the sale and answering questions like these, price, or maybe the guarantee, or "Hey, have you done this before?" These are all questions that someone is going to ask you.

## 4. Pitch And Close Deals

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### 2 Parts:

- Asking for the sale
- Answering questions
- Objections like...
- Price
- Guarantee
- Done this before?

Things You Want in Your Toolkit

When the person says yes, what do you have? **You have a deal.** You know that, and you get a yes before the yes, for instance *“That sounds reasonable, so right now we're at 10 thousand dollars. Assuming we can get another thousand dollars off, would you be willing to move forward for the deal?”* This is simply nothing more than a yes before the yes.

## #5 Great Delivery and Follow-Up Plan

What you want once you start to deliver. For example, you want a testimonial. You want follow-up on deals. You want referrals from your customer. You want to build a consulting empire, deal by deal by deal. You want to **under-promise and over-deliver.** Those are all things that start to happen here in delivery and follow-up.

- Testimonials
- Follow on deals
- Referrals
- Can build an entire consulting empire on one deal.
- Under-promise and over-deliver

**The difference between a coach, a consultant, and an advisor is actually in delivery.** Here's the way you look at these three.

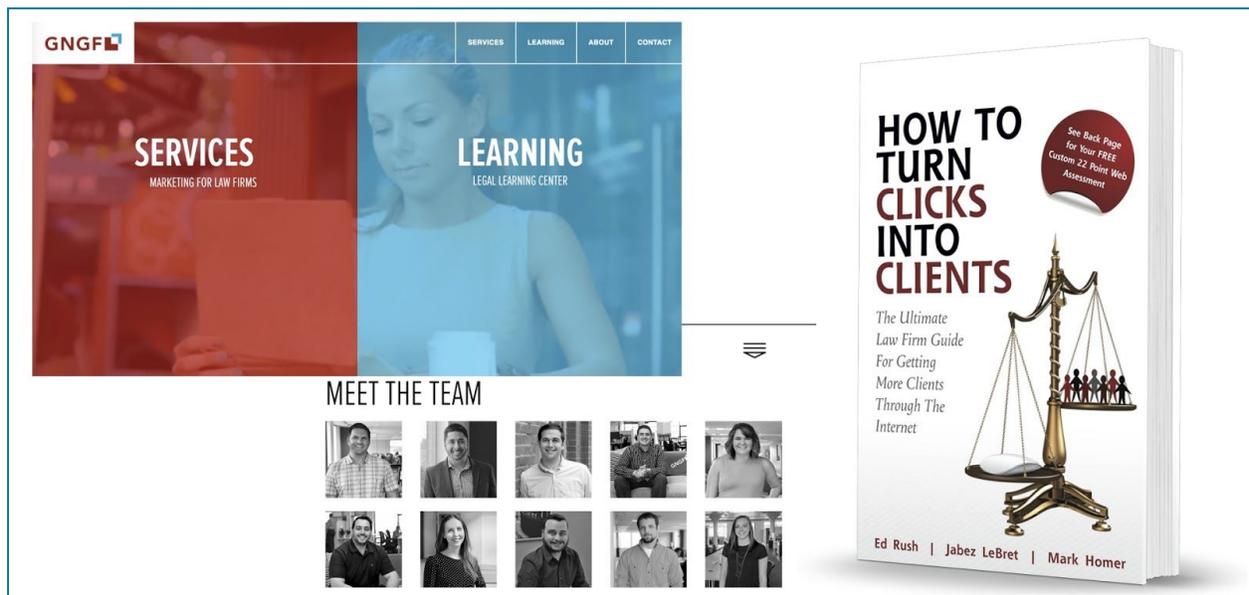
**For example, a coach** is somebody you'd consider will work with you personally. They're working with you in health or fitness, or your mindset, or your approach, or your follow through, or your implementation.

**A consultant** is somebody who takes your problem as a business owner, or you take their problem as a business, and you solve those problems. But typically through implementation. For example, if you are a digital marketing consultant, you take those problems on, and you help them get leads. If you're a product marketing consultant, you take that problem on, and you help someone create a product.

**An advisor** is somebody who sits down with a business owner, and listens to their problem, then gives them advice. Then the business owner goes and implements the advice. Typically speaking, moving from coach to consultant to advisor, the dollars get higher.

## #6 A Book

This is the **ultimate positioning tool**. Do not underestimate the power of a book. If you've got a book, good. If you don't have a book, now would be a really great time to get your book done.



## #7 Scripts, Forms, Proposals, Agreements, and Objection Counters

There are two ways to **counter objections with your words**. You can make this up as you go along. In other words, when someone asks you a question, you can just make it up.

### 7. Scripts, Objections, Counters

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- **Scheduling appointments**
- **Asking for sale**
- **Countering any objections**
- **Getting speaking events**
- **Following up via email, phone, or text**
- **Confirming speaking events**
- **Attracting talent**
- **Selling books**

Things You Want **in Your Toolkit**

When somebody asks you to send them a proposal, you can just write one. When someone asks you to schedule an appointment, you can just start typing an email, or you can fall in on things that actually work.

For example, **you need scripts for scheduling an appointment, for asking for the sale, for countering objections, for getting speaking events, for following up the email phone or text for confirming speaking events for attracting talent for selling books.** These are super important. You ever have a conversation with somebody where you were totally dialed in, they're super excited about you, you're excited about them. You start talking about a deal, you think you're going to move forward. Then all of a sudden you send a proposal out, and you never hear from the person ever again.

That's because the proposal completely scared them away, or your agreement scared them away. **You need templates and tools for each one of these things.**

## #8 Team / Wingmen

You need TEAM, or, you need wingmen. You need **people you can trust**. People behind you. This **community of like-minded people with ongoing connections**, resources, and training, to help you along the way.

### 8. Team / Wingmen

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People you can **TRUST** who are there to support you every step of the way, a community of like-minded people, ongoing connections, resources, training.

Things You Want in Your Toolkit

## Your Toolkit: Recap

First, you need a **positioning tool**. You need a way to get in front of your market, like interviews, blogging, a way to get in front of your market that positions you as the expert.

Next thing you need is a **pricing strategy**. You need to know what you're going to charge, so that you're not literally trading tons of hours for a very small amount of dollars, and find out you're making 10 dollars an hour on a 2000 dollar deal over the month.

Third thing you need is a **presenting strategy**. Remember, presenting actually isn't telling people about you and your services. It's you asking really good questions, so that they tell you about what they do, so that you can start to plug yourself in as a marketing consultant, and really help them make a bunch of money.

The fourth thing you need is **the ability to pitch and close deals**. There's two ways to do that. One on one, one to many. They way to do it one on one is simply to ask for the sale, and then to counter any of the objections or the questions that they have. They way to do it one to many is in speaking or podcasting or broadcasting, and getting people to close into coaching or consulting programs from there.

Fifth thing you need is **a great delivery, and a follow-up plan** to get testimonials, ongoing sales to get referrals, and people who really love you and pay you on an ongoing basis.

Sixth is you absolutely need **a book**.

Then you need **scripts, objection counters, forms and agreements**. All of the things in your marketing consulting tool kit.

Then finally, the eighth thing you need is **a team**.

## Things You Want in Your Toolkit

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- Positioning Tool
- Pricing Strategy
- Presenting Strategy
- Pitch & Close Deals
- Great Delivery and Follow Up Plan
- Book
- Scripts, Objection Counters
- TEAM / Wingmen

Again, this is totally new. In fact, Mike and Ed did this as a very small group back a couple months ago, in the office in San Diego as a beta to run through this. **They've seen some crazy success**. Ed and Mike think you're going to be really surprised to see all that you get in this program.

## Here's What You Get

First of all, you get everything in the new format. Which is all of Ed and Mike's scripts, all of their forms, all their agreements. They'll walk you through each of the modules. **They did all the work for you.**



You're going to **save a bunch of time, save a bunch of money**. Your learning curve is to go down, significantly. All of that aggravation is going to go away. **You're going to have an instant solution** to a problem that took Mike and Ed ten years to build.

All the Keynote, all the PowerPoint, all the word documents, everything for you. You'll have a book that was written for you. Plus, every question you need is answered inside of this system. Every objection Ed and Mike countered for you.

**There's just one thing left. It's just you. Taking the system, using it, and sending us your success story.** Now, it's time for you to take your stand and start getting paid what you're worth. That's what this system will do for you when you implement it. Plus, you're going to make a bunch of money helping people. Just get started.

Ed and Mike didn't get an 87.5% success rate with their inaugural system by accident. This system that you get access to is original taught over a period of three days, here in San Diego with absolutely unprecedented success.

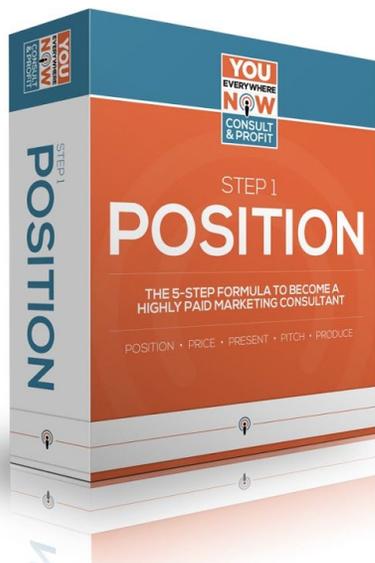
In other words, **the system absolutely works**. We've got the data to prove it.

When you empower people to go for it and **you get paid for helping people**, they do it.

## Step 1: POSITION

When talking about positioning inside this system, Ed and Mike are going to show you how to **get started fast and get instant positioning**. They're going to teach you how to rapidly do that, so that you can save a bunch of time and get yourself positioned as the **obvious expert in your industry**.

### STEP 1: POSITION



- **Get started now and get clients fast**
- **Rapidly position yourself as the obvious expert and “go-to” person in any niche or industry**
- **Positioning is what gets them to come to you... and it gets them ready to say “YES!”**



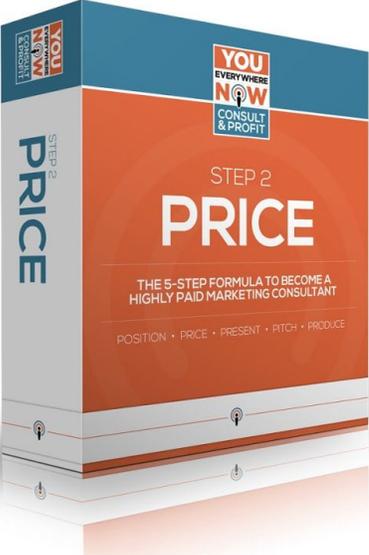
Positioning is what gets them to say yes to you, **to be completely price resistant**. That's positioning that get's you from five hundred to five thousand dollars. Ed and Mike are going to show you how to do this nearly instantly, so that you can become a go to person in your niche without spending a bunch of time.

We give you the fish and we **teach you how to fish**.

## Step 2: PRICE

Inside the system is the pricing module. This is where Ed and Mike **break down the pricing formulas one by one**. Most consultants or advisors fail right here because they lose out on price.

**STEP 2: PRICE**



- **6 Formulas**
- **Most consultants or coaches fail because they underestimate the value of their time, experience, and story.**
- **Get MAXIMUM VALUE from every consulting deal by crafting “no brainer” offers.**



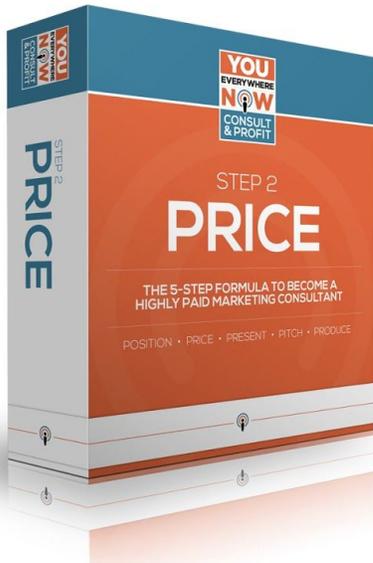
If you got into this system, and all you did was to watch the first 20 minutes of the pricing formula, you would be able to get your money back on this course. Simply because of the way **you turn your pricing into something that works great not only for somebody that you're offering to, but also into something that works great for you.**

Pricing is **what gets you paid**. The difference between a \$2,500.00 deal and a \$10,000.00 deal isn't in what you deliver, it's how you package it, how you price it, and how you offer it. You can see a significant decrease in your learning curve as you start to implement smart pricing.

Ed will walk through all the 6 pricing models and have all the deals broken down for you, so all you need to do is pull a Word document, add your name, change the top of it, change the bottom, and send it out, and start to close deals.

In other words, again, they teach you to fish, but they give you the fish, too. They do the work for you, **so that you can start making deals right now.**

## STEP 2: PRICE



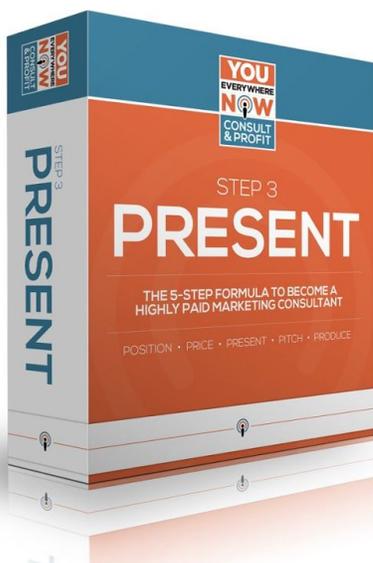
- **Walk through all 6** and show you which one is right for you... with live examples of REAL deals.
- Then in the Proposal Toolkit, we have all the deals broken down for you **so you can just take the word doc out, add in your name and close a deal.**



There's a reason why people come into Mike and Ed's system and come out and close deals within 2 weeks. **It's because the tools work.**

## Step 3: PRESENT

## STEP 3: PRESENT



- Instantly reveal your prospects' marketing weaknesses, fears, needs and core challenges...
- **30+ X-ray questions you can ask any client so they virtually beg you to work with them.**

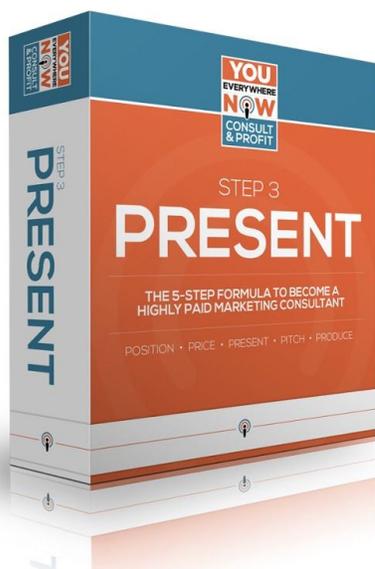


This is where you start to reveal all the prospect's strengths, and weaknesses.

We give you a little over **30 X-ray questions**. These are questions you can pull up, you can walk into a proposal meeting with a prospective client, and you can simply ask questions.

You don't even need to talk about yourself, you simply need to go down the list of questions. This is where the system really starts to become a **systematized strategy**.

### STEP 3: PRESENT



- Where the system starts to become like that fighter pilot strategy I had that won me all the dogfights.
- **Step-By-Step**



### Step 4: PITCH

This is really where the rubber just absolutely hits the road, and in Ed's opinion, if you just listen to the first 20 minutes of this segment **you're going to get your investment back**, because they give you word for word scripts.

There's no reason for Ed and Mike to just teach it to you and send you off to tell you how to be successful, we give it to you. You've seen already a bunch of examples just in this presentation that you can use word for word.

All you simply need to do is read through it a few times, practice it once or twice, go into a meeting, it doesn't need to be perfect, but you need to have the general gist of it.

You'll get word for word instructions on how to **present and justify your price**, how to **counter any objection**, and how to **ask for the sale without being salesy**, or pushy, how to do it conversationally.

## STEP 4: PITCH



We give you **word-for-word** scripting on:

- How to present and **JUSTIFY your price**
- How to **counter any objection**
- How to **ask for the sale, without sounding “salesy” or pushy**



Again, remember this system is based completely on a very conversational approach where you're like talking to somebody because they're a real person, and they're talking to you back because you're a real person.

**It's not pushy, it's not manipulative, it's just a way of communicating with somebody, and you'll learn how to do that word for word.**

In other words you can be 100% congruent, you can be exactly who you are. You don't have to turn into someone else, and you can still get paid.

In fact, when you do this, the client will actually feel like you're not charging them enough, and that's the frames that Ed and Mike typically set up with the questions that they ask, and **you'll see the magic of this in the system.**

**When you do this right, the client will often feel like you aren't charging them enough!**

Not only Ed and Mike will teach you how to get those deals and how to speak, they will give you the forms on how to book those speaking engagements, but will give you a **word for word outline for 5 different presentations**, and the PowerPoint, and the Keynotes so that you can get it done.

## STEP 4: PITCH



To arm you for success,  
You'll also get a **5 speech outlines, scripts, and presentations you can use to stand up on any stage and close sales...**



They're going to **arm you for success**, you're going to get 5 speech outlines, scripts, and presentations in both Keynote and PowerPoint format, so that you can stand up on stage and close any deal from the stage.

Think about this, you're going to be able to pull these out, put them in your computer, fill in a couple of blanks, **stand up and speak using the formula that we gave you**. This is going to save you a ton of time. Even if the last time you spoke was Mrs. Potter's 6th grade english class, because it's a system. It will work for you.

Imagine just for a minute that you've got all the words, **you've got all the scripts, you've got all the formulas, you've got all the proposals, you've got all the templates**, think about what that would do for you in terms of your confidence, your courage, your ability to go right out, right now, and close a deal.

**You've got everything taken care of for you**, things that took Mike and Ed 10 years to build. You can get access to this instantly when you invest in this system.

## STEP 4: PITCH



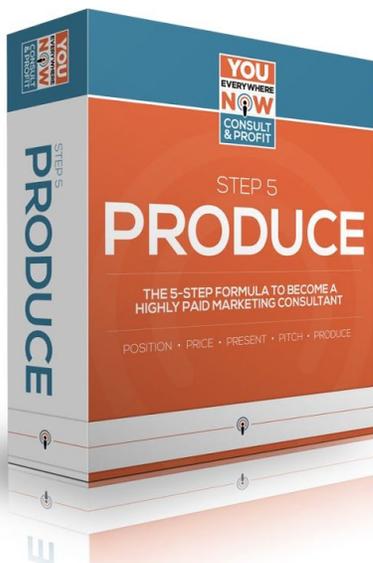
(Attendees have told us this section alone was worth their entire investment in the program...and at the very least, after watching this module, you'll never look at another speaker the same way again.)



## Step 5: PRODUCE

Ed and Mike will show you exactly **what to do to keep your clients happy**.

## STEP 5: PRODUCE



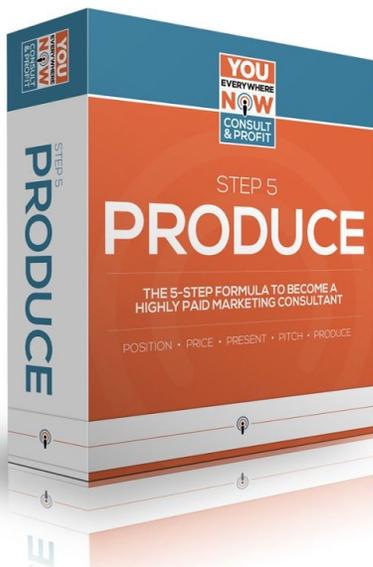
- We'll show you **exactly what you can do to keep your clients happy**, and to make sure you manage your time and resources in the process
- **Under Promise and Over Deliver**



Again, they'll give you **the scripts on how to get referrals**, they'll give you the words to say to get testimonials, you don't have to make it up and feel weird about it, they'll give you everything so that you can do it, it's all fill in the blanks.

Ed and Mike are going to **teach you how to clear expectations with a client**, how to deliver great recommendations to your client, and then how to get ongoing deals, which is the bread and butter of this system.

## STEP 5: PRODUCE



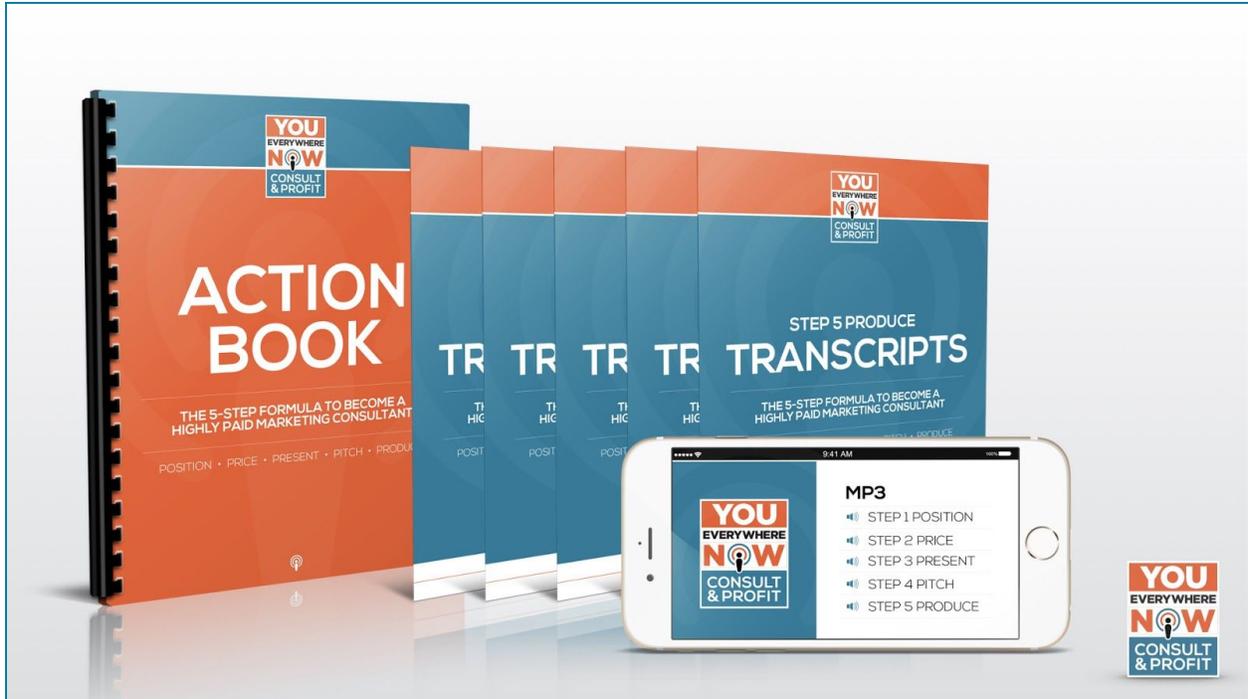
- How to get clear on expectations
- How to deliver recommendations to your clients
- How to create ongoing deals and lifetime money



## System Format

**Now, if you learn better by watching, listening, or reading, we have you covered either way.** The system comes as an action book, it comes as videos in a private membership site that you get immediate access to today, plus you get it in MP3 downloadable format so that you can listen on your way to work or back and forth in your car to a client meeting, etc.

**It's organized, easy to follow, you get detailed notes, you get action worksheets.** Think about this, all you need to do is pull it out, so that you can go and use this to just simply close a deal once you've gotten into the system. Every module is transcribed, broken into an easy format and has an MP3 audio for you.



**You get all 5 modules inside of this new program called Consult & Profit:**

- Position,
- Price,
- Present,
- Pitch, and
- Produce.

Each of those modules alone by the way is worth the entire investment in this system when you pull it out and you're willing to use even 1 or 2 of the scripts that Ed and Mike wrote for you. Plus, you get transcriptions, action books, audios of every single module...

## **BONUSES**

### **The Proposal Toolkit**

First of all, we're going to give you a bonus that's called the Proposal Toolkit. This is **all the forms, all the scripts, all the proposals, everything you need inside of a consulting business.**

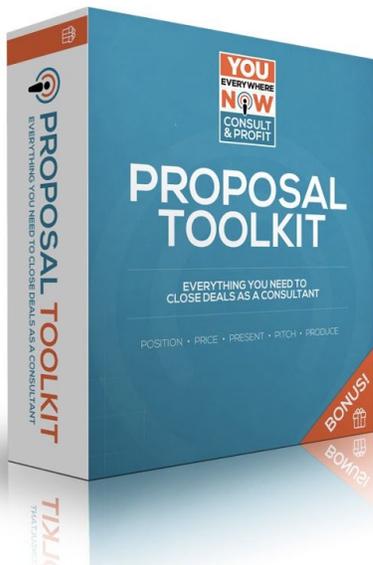
Ed and Mike wrote it all for you, so you don't have to write it yourself. You literally have to change the name at the bottom of the email, and use it, and you're done.



This is a **complete package** so you can get started closing deals once you receive this **system**. You can take this system, and start closing deals as soon as this week.

**THE PROPOSAL TOOLKIT**

**BONUS!**



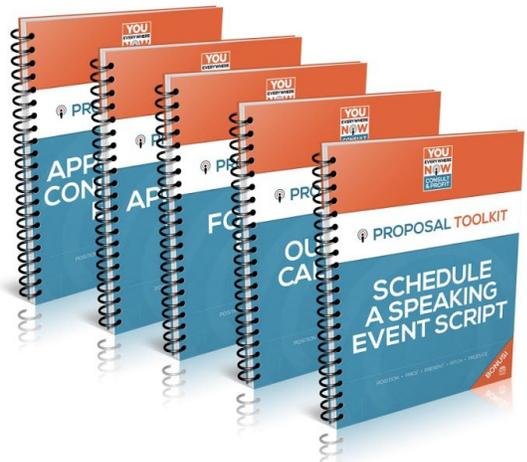
All the hard work has been done for you so you'll save **YEARS** of mistakes and lost time with **pre-written done for you proposals, contracts, presentations and more.**



**All the hard work's been done for you** that you save years of mistakes and lost time with pre-written proposals, contracts, presentations, agreements, we have everything written inside. Change the name, send it out, and get paid.

It's amazing, but so many consultants get interest from prospects, and then they never follow up, or their proposal is horrible and then they lose a deal that they think that they close. You're going to completely avoid that inside of the proposal toolkit because of what is prepared for you.

THE PROPOSAL TOOLKIT
BONUS!



- Appointment setting
- Email to confirm appointment
- Email to send after proposal meeting
- Outbound Call Script
- Schedule Speaking Event Script



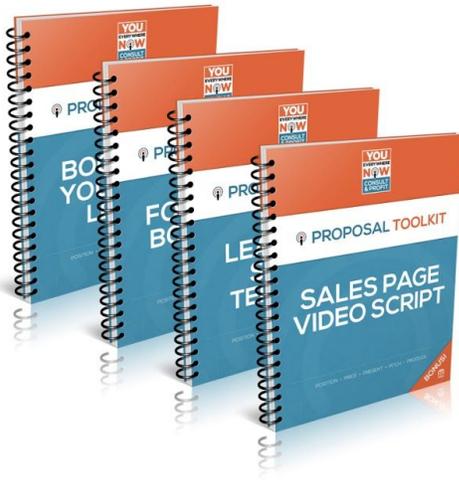
Here's some examples of stuff that's in there. You will get you an appointment setting script, an email to confirm an appointment, an email to send after proposal, an outbound calling script, an email to schedule a speaking event.

**You will get a letter to send with your book, or to a speaking event, a video script to create on a sales page, a lead page script, a book, a script to follow up when you send a book to someone, and a bunch more.** Again, think of it as all the emails, all the scripts, all the templates already written for you so you can just pull them out, or copy and paste off the Word document, dump it right into your email and go.

Think about this, how long would it take to build all of those things in the backend if you were to start a consulting business right now? It took Ed and Mike about 10 years to put all this stuff together, and that includes making a bunch of mistakes. They **took what was best and put it in this system.**

THE PROPOSAL TOOLKIT

BONUS!



- Letter to Send with Your Book to a book speaking event
- Sales Page Video Script
- Lead Page Script Template
- Book Follow Up Call
- ... and so much more.



## 5 consulting models

You'll get 5 consulting models **totally done for you.**



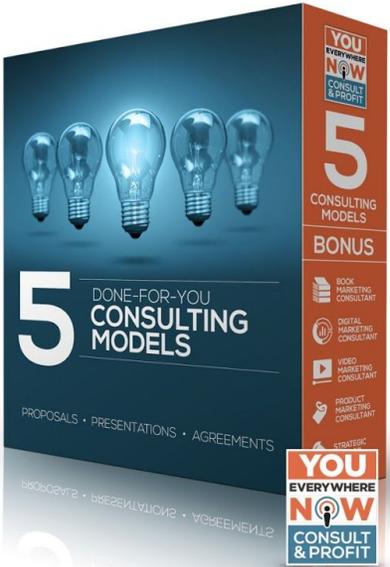
In each one of these 5 consulting models, **you get a proposal, you get an agreement, you get a PowerPoint / Keynote template** built for you with the entire offer.

Plus, you get a training on how to offer each one of those things. If you have no idea how to offer a book deal, you can just pull it out and use it, if you have no idea how to offer a product deal, you can just pull it out and use it. **It is all written for you, all the objections countered.**

**5 CONSULTING MODELS**
**BONUS!**

5 Businesses Ready to Take OFF

If you want to start consulting immediately, we've put together **EVERYTHING** you need to become a consultant in these TOP 5 Consulting Models.



You'll get all 5 modules, the transcripts, the action book, the MP3's and then **everything you need to run a seamless consulting business written for you**. Including the scripting the emails, the proposals and agreements. Just stop for a minute and think, how much is this worth to you right now? To have everything done for you inside of a comprehensive system. **Not only the training but also the tools, but also the book, but also the scripts, but also the proposals, all the emails.**

## Click Convert

Now, one of the bonuses is a program "Click Convert". You may be asking, *"How do I get leads to a new website, or how do I get people once they come to my website or a client's website to actually opt in or actually to go on take the next step and buy?"*

We have a program inside this system called Click Convert, which is going to **teach you how to gather leads, and convert new customers.**

Using what we call **drag and click technology**. We're going to show you how to use ClickFunnels as a consultant to either do this on behalf of your consulting client or to do it for yourself so that you can help them gather new leads, and get new clients, or you can do it for yourself.

## BONUS TRAINING! CLICK CONVERT



**Gather leads and convert new customers using drag-and-click technology your grandmother could use (it's that easy).**



It's just a bonus inside of this system that **will accelerate you**. You could be able to use this, pull this right out, simply learn it, and then take it and implement it and charge more than this system, more than this entire system cost, just by implementing this.

## Money Phone

This is a 2 minute video close. **You're going to see how Mike and Ed are closing 5 figure deals simply by videos off of their phones.**

Now listen, marketing has completely changed, like in the last year. If you've been experiencing that this year's harder, it's harder to get money, it's harder to get paid, it's harder to close deals, harder to get customers, welcome to the club.

Everyone is experiencing that right now, and that's because the market has shifted. There's a way to use new technology, like for example, your mobile phone, like for example, text messaging, like for example, video or webcasting, to connect to your market in a way that you couldn't do it even a year ago.

You will learn some of that new stuff, including “Money Phone”.

## BONUS TRAINING! MONEY PHONE



**The 2 Minute Video Close - find out how Ed and Mike are closing 5-Figure Deals with short videos made on their phones.**



If all you did is jump into this system and use Money Phone to close a \$5 or a \$10 thousand deal, you paid for the entire system simply because of one strategy.

**Just imagine that, imagine what it would be like to get paid right now, like \$5 thousand or \$10 thousand?** What would that do for you? What would that do for your business? What would that do for your life or your income? What would you do with that? Would you pay off some debt, would you pay off a college loan? Would you just go and have a really good time with the extra \$10 thousand that you just made in that deal? **That's what you can do when you implement the things that we're talking about inside of this system.**

## Facebook Ad Mastery (FBAM)

Some of you have been asking, “Hey how do we get on Facebook? How do we advertise on Facebook?” Some of you want to do it for your clients, some of you want to do it for yourself as a consultant.

Ed and Mike are going to show you how to do both of them. Right now, **no better lead source**, in their opinion, than Facebook, in fact Mike and Ed both went on Facebook Live, and we're going to do a training to show you how to use the best lead generating system on the planet.

Imagine what it would be like to **just get another 50, 100, leads for you or your client** and what it would be like to get paid, 2, 3, 4, 5 thousand dollars simply because you implemented a small training that Ed and Mike did. That's the kind of information you will get inside of this system.

## BONUS TRAINING! FBAM! FACEBOOK AD MASTERY



Get inside on the best lead generation system on planet earth. Just a few clicks and you're getting leads.



You can use it, or not use it. Just watch it and you may find that you're going to be better informed to help a consulting client when you do that.

## 2 Hours In: 10 Customers Out

A new program that Ed and Mike call "2 In 10 Out".

**How to put 2 hours in and get 10 customers out.** Ed is going to show you how to use private message, personal text, and email to start to fill online or offline events.

If you want to fill online events, if you want to fill live events, that usually take 6 months to put people in. Ed is going to show you how to use individual, personalized approach to marketing to simply fill out events.

Imagine what it would be like to show up and have 50, 100 people, 150 people at an event where you could teach and offer consulting at the end of that. Ed is going to show you how to do that inside of this system and again, **the market has completely changed so it's time for you to change with it.**

BONUS TRAINING! 2 IN 10 OUT



How to Put 2 Hours In and Get 10 Customers Out - A simple way to use nothing but text, personal email, and FB private message to fill small events that help you close deals. No mass marketing required.

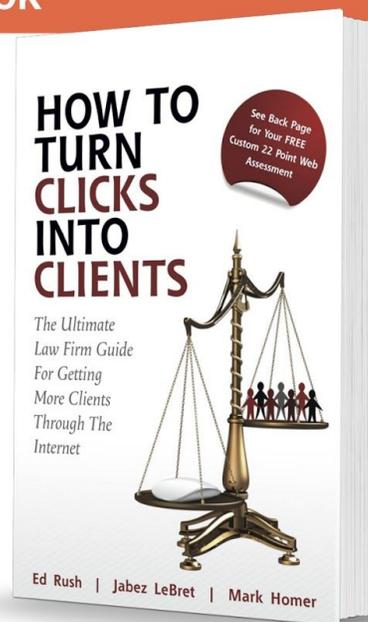


Ed's #1 Bestselling Book

You're going to get a **license to use Ed's book**. The #1 bestselling book has a bunch of blanks in it, so that you can fill in the market that you're in.

BONUS! USE ED'S #1 BESTSELLING BOOK

License to use the content from Ed's #1 best selling marketing book in your promotions, social media posts, and even to create your own book.



**Just fill in a few blanks, write a little bit of an introduction, create a cover and that's it!** Ed and Mike have had people do this and become #1 bestsellers on Amazon and you can do it to.

If you have a book you're good. If you don't have a book, again all the work is done for you, so all you need to do is fall in on the system that is provided for you inside of Consult & Profit.

## Go Live and Profit Event



**Fast Action Bonus #7**  
**(first 300 271 only)**  
**December 6-8**  
**GoLive and Profit Event!**



This is December 6-8, and it's going to be **Ed and Mike teaching you their best and most effective strategies.**

They'll be primarily focusing on leveraging and using live interactive online video to build and grow your business. Engage with clients and be able to charge, not only a lot of money for them, but also how to build your own list and audience as well.

What you can expect is **networking, a huge part of our community is our community.** It is a fantastic environment, where Mike, Ed and you are just going to get busy and network and you'll learn some of their most effective pitching and closing techniques as well. That's what you can expect at the event.

## Small Group Training with Mike and Ed

That's for the first 100 only. You get a live small group in training with Mike and Ed. **That is really special and never offered before, what they decided to do is make it really small and intimate and bring you right into the studio**, with Mike and Ed for a one day, 15 person training and it's just us. It's going to be a really small group, you're going to be able to get your questions answered.

### BONUS! SMALL GROUP COACHING DAY WITH MIKE AND ED



You get an exclusive invite to come into our Digital Cafe studios here in San Diego to work with us in a **very intimate, small-group session with no more than 15 people.**



You're going to be **closing deals right there, learning how to use Facebook, and how to use text marketing.** They are going to be showing you how to close a deal right inside of the training. It's going to be awesome and it's going to be small and it's going to be intimate, Ed and Mike only have a few dates set aside.

They have never done this, the price is where they start their in studio training is about \$20, \$25, \$30 a person. In other studios they were doing them for 4 or 5 thousand dollars. Those were big groups, here you'll get into a small group. Mike and Ed haven't done this before at all, **and it's going to be a blast.**

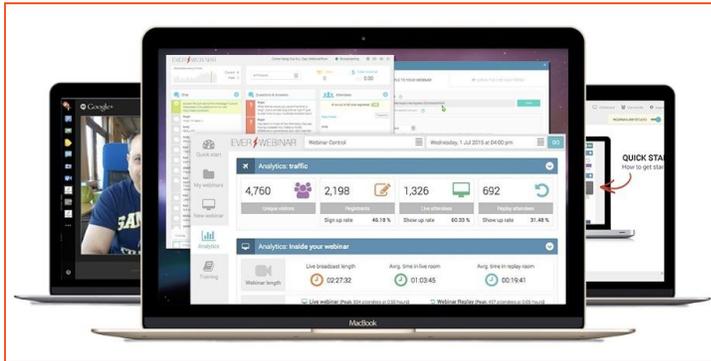
Mike and Ed are here to work with you, to look you in the eye and **to work with you personally** one on one and as a group to get you to your marketing objections.

## 60 Day Access to WebinarJam



You'll have access to WebinarJam, the **#1 Webinar Platform** for Influencers and Marketers that allows you to **do unlimited webinars** with unlimited attendees. WebinarJam is **trusted by the most popular marketers in the world**. 60 Day License.

## 60 Day Access to EverWebinar



You'll have access to the **#1 Automated Webinar Platform** on the Market, EverWebinar! EverWebinar allows you to automate your business, to simulate live events so you can **focus on your marketing**. 60 Day License.

## EverWebinar and WebinarJam Training with Mike Filsaime



You'll learn how to best use WebinarJam and EverWebinar in your business from the architect of the software himself, Mike Filsaime!

**Mike will walk you through how to get the most out of WebinarJam and EverWebinar. Buckle Up!**

## Summary of Your Deal

### Here is Everything You Get in This Comprehensive System...

**All 5 Modules** inside of Consult and Profit including...

- Position, Price, Present, Pitch, Produce
- Transcriptions, Action Book, MP3 Audios of All Modules

**Everything You Need** to Run a Seamless Consulting Business Written For You Including...

- All Scripting, Emails, Proposals, and Agreements

- **Bonus 1: 5 Done For You Consulting Models**
- **Bonus #2: Click Convert**
- **Bonus #3: FBAM!**
- **Bonus #4: Money Phone**
- **Bonus #5: 2 in - 10 Out**
- **Bonus #6: Done For You Book**
- **Bonus #7: GoLive & Profit Event**
- **SUPER BONUS: Get Coached with Mike Koenigs and Ed Rush in San Diego**

**PLUS!** 60 Day **Access to WebinarJam** and 60 Day **Access to EverWebinar**, and a **Training with Mike Filsaime!**

**Here are some of the things that you're going to be doing in the training:** lead generation, follow up mobile marketing, Facebook marketing, funnel creation, pitching and closing, masterminding, doing your own events, trade shows and much more.

## Things You Want in Your Toolkit

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Positioning Tool    | <input checked="" type="checkbox"/> Great Delivery and Follow Up Plan |
| <input checked="" type="checkbox"/> Pricing Strategy    | <input checked="" type="checkbox"/> Book                              |
| <input checked="" type="checkbox"/> Presenting Strategy | <input checked="" type="checkbox"/> Scripts, Objection Counters       |
| <input checked="" type="checkbox"/> Pitch & Close Deals | <input checked="" type="checkbox"/> TEAM / Wingmen                    |

For example, **if you ever wanted to do your own event or trade show**, when you come in Ed and Mike are going to talk to you about how to do that, how to build that, and how to put people into an event.

You'll **learn about Facebook Live, YouTube Live, live streaming webcasts and webinars**. You're going to get a tour of the entire studio right in San Diego. In fact, Mike and Ed are going to demonstrate **what's working now on the one of the biggest and most powerful platforms** on planet earth which is Facebook Live.

You're going to learn about **how to set up a studio, how to present and perform on video**. Also, they'll show you the interviewing strategies, **celebrity branding strategies**, product creation, podcasting, publicity, book publishing, marketing automation, outsourcing and so much more.

**The entire Consult and Profit system, including all of these bonuses, is in a membership site that you can access IMMEDIATELY from your phone, iPad, tablet, computer, anytime, anywhere and on demand.**

## Everything that you get:

- **All 5 modules:** Position, Price, Present, Pitch, Produce.
- **Transcripts:** Scripts, forms, proposals, agreements, everything you need to run a successful consulting business.
- **5 Consulting Models:** Done for you proposals, presentations and agreements.
- Done for you Book: **The book is written for you.** You could pay 10,000 dollars to a ghostwriter to write a book. This program gives that to you.
- **Go Live and Profit Event:** The live event in December plus you get to come here in San Diego and **get coached with Mike and Ed.**
- Other BONUSSES: Click Convert, FBAM (Facebook Marketing), Money Phone, 2 In and 10 Out... **this is everything that you need** inside of a system!
- 60 Day **Access to WebinarJam** and 60 Day **Access to EverWebinar**
- EverWebinar and WebinarJam **Training with Mike Filsaime**

My challenge to you is **be the first to send us a success story or an agreement of a closed deal**. You could do this.

Each module is short so you can go through the program pretty quickly. You can **start making money like right now when you start pulling out the tools on the system**.

## Price

You might be thinking... *"What's the price. Right?", "What is it? 10,000 dollars, 15,000 dollars, 20,000 dollars?"*

**Think about all the things that you get.**

The scripts, the forms, the presentation tools, the templates.

You get the book.

You get all the coaching plus you get to come in and work one on one with Mike and Ed inside of the studio.

For this, this is **a total no brainer**.

# The Investment

## Exclusive You Everywhere NOW Consult and Profit Program

# \$3,997.00

**But not for you :)**



**Check it out.** What Mike and Ed are going to do for you is they're **NOT even going to keep it at the regular price of \$3997**. They are actually going to drop that in half!

*The Investment*  
Exclusive You Everywhere NOW  
Consult and Profit Program  
**3 Investments of \$727**  
**Single Investment of \$1997**

[www.YEN.tv/CAP](http://www.YEN.tv/CAP)



This is the actual price for you. **It's just 3 investments of \$727 or a single investment of \$1997.** Now, is that a deal or is that a deal?

→ Yes, I want Consult and Profit Right Now!

**Think of all the things that you get**, the book, the marketing program, all the scripts, all the forms, all the proposals. Everything including time with Mike and Ed. You get all of this for just under 730 dollars or 1997.

The place to go is this website: [www.YEN.tv/CAP](http://www.YEN.tv/CAP)

Think about this. It takes just  
**ONE small deal to cover the price of this program.**

Now imagine what it would be like to **make \$5000 every single month** on an ongoing deal or a new deal for \$5000? That's the lowest that Ed is going to teach you. Picture yourself right now what an extra \$60,000/a year would do **for your life, for your business, for your family.**

This program that includes Mike and Ed's training is already **discounted at 50% OFF**, so this is an amazing deal for you.

→ **Yes, I want Consult and Profit Right Now!**

**Now's the time to invest in this program for you.** This has all the new things that you need in one inside of your consulting business.



**We take all the risk.  
You have 30 days to try everything out. Use the system, the tools, the scripts, the presentation, the book, and the software.**

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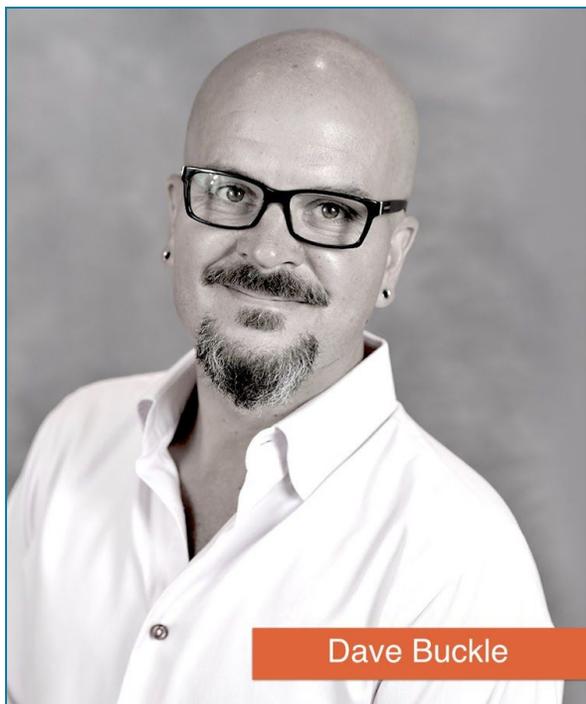
**Your Success Is Right Around the Corner- When You Implement and Take Action Now!**

→ **Yes, I want Consult and Profit Right Now!**

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Here Are Some More of Our **Success Stories**,  
and You Can Be Next!



Dave Buckle

**He Taught Me the Power of Words!**

Ed Rush is the most impactful communicator that I've ever had the privilege of being in front of. He's taught me a lot about speaking, about language, and about the power of words. He is just a super awesome guy, generous, and genuine.





Gina Dagostino

### Best Program I've Been Through!

Ed Rush is not only an extremely skilled business man, he also really wants to help you succeed on a personal level. He's very accessible and wants to help you. If stuck in what you're doing, Ed will put you on a path to success. This program is by far the best program I've been through yet!



→ Yes, I want Consult and Profit Right Now!



LeeAnn Reed

### All You Have To Do Is Follow the Steps and Execute!

I was leaving so much money on the table. My biggest Ah-Ha moment was when they gave us a system for presenting a proposal. This is a step-by-step plan and program. All you have to do is follow the steps and execute. If you're already consulting, this program will enable you to systematize your whole process, and you will be able to close deals at a much, much higher level. My business has tripled!





Sebastian Huynh

### Do It Now!

You can follow this step by step. If you're looking to have have more clients instantly, this is for you. Everything is canned for you. Now you just insert your own personality into it and you're going to have something that will pay itself 2 or 3 times over! Do it now. I can now easily charge double what I am now.



→ Yes, I want Consult and Profit Right Now!



Jill Fagan

### Worth The Price!

Worth way more than what he's charging. This isn't not cheap, but very worth the price. You absolutely should take advantage of this opportunity. He is going to change your life.



## FAQ

### What if I don't have a business?

If you are in either transition, or currently you have a job, or you have a business and you're not satisfied with it, this will work for you. First of all, we are giving you essentially **five pre-made businesses that come along with this**. Everything from a strategic advisor to a book marketing consultant, to a product marketing consultant, to a digital marketing consultant, or a video marketing consultant.

**All of the resources and tools are adaptable for any business type.** If you are a coach, whether it's a health coach, fitness coach, business coach, wealth coach, whatever it is, everything in here will apply to you and **help you find better customers, charge more money, and elevate your status**. Again, this will help you no matter what business or industry you are in.

### Is there a community membership site?

The answer is yes. You're going to get **instant access to all of the videos, the tools, the resources, the downloads immediately**.

It's just one big membership site that has all the tools, all the resources, all the downloads, all the presentations, all the scripts, all the forms, everything you need and then a whole bunch of extra other stuff. Plus, the community as well.

### Is it possible to be a consultant in a special niche, like gardening, and position yourself as a unique expert?

The answer is yes. As we had said earlier, we have people in the most unusual businesses. All of this is about **being able to position yourself as an authority**. Get the attention of someone. Engage with them, be able to position yourself as a premium consultant and coach, as well, or an advisor.

Now is the time. Get in. Click the button, **get started and see the results**.

→ Yes, I want Consult and Profit Right Now!

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