

2 TINY WORDS INCREASED DPL BY 74.61%

By Russell Brunson, the Overnight Success Maker

About two years ago we launched our first automated webinar. It was for a product called DCS Local that we sold for \$1,000. I wanted to make this one perfect, so I spent almost six full months building the sales process, writing the webinar scripts, creating the follow up sequence and trying to perfect the system as much as possible before we launched.

After we launched it, I was very happy (and surprised) by the results. When we looked at the numbers after the first 30 days, we found that we were averaging about \$9.45 net profits after paying out affiliate commissions and merchant fees from every person who registered for the webinar (not too shabby).

A few weeks after that, I had a chance to attend a seminar in Florida where Ted Thomas was speaking. Ted is a legend in the Real Estate industry. I saw video of him speaking at a Robert

Kiyosaki event, and at the end he had a line of over 300 people following him to the back of the room to buy his course. Because he did this at every event he spoke at, he was nick-named the “pied-piper.”

As a sales person, I was intrigued to hear Ted speak and to see his magic... but unfortunately for me, he wasn't selling at that event (just speaking as a favor to the event promoters). And in an even worse turn of events, he actually had heard about me and wanted to watch me close. Talk about pressure!

So, I gave my presentation, did my close and made a little money. We closed just shy of \$100,000 from the stage, not bad for 90 minutes of actual “work.” I was feeling kind of proud in the back of the room, and that's when Ted walked up to me. He said, “Hey, you did a great job speaking, but you want to know why you only made \$100,000?”

Ha ha... only \$100,000? My pride quickly turned into embarrassment... “Sure,” I responded, and he agreed to explain why at lunch about 30 minutes later.

At lunch he was vague (and honestly a little strange). He started asking me little yes or no questions, and making statements. I agreed with everything he said, and then he stopped, smiled, and asked if I knew what he was doing? Confused I answered “no.” He then asked me to notice my head. “It's been nodding up and down for the past five minutes. And *that*, is the secret.”

He could tell I was a little confused, so he went on. “There's a little thing you need to learn that will at least double your closing rates when you speak, and you don't have to tweak your presentation at all. You need to learn how to master what I call ‘*trial closes*.’”

He then went on, “When I speak, I start from minute one asking the audience little yes and no questions where I *know* the answer is yes. At first they verbally say yes, and within a few minutes, they just start nodding their heads. Russell, when I watched you speak today, not a single head in the audience was moving. People were captivated by

you, but no one was nodding yes. When I speak, the entire audience's heads are nodding the entire time. It looks like waves in the sea, and so when I ask them to give me money, it's not hard for them because they've been saying yes to me for a full 90 minutes.”

He then went back into the conversation we had when we sat down at lunch and showed me the trial closes he was using on me: Have you enjoyed the event? It was fun watching you speak. Do you enjoy speaking? So and so did a great job today, don't you think? And so on. He had been using his trial closes on me, and I didn't even know it!

He said when he first started to sell from the stage, he would take out a stack of cards, write different trial closes on them and lay them out all over the stage. And as he'd walk around, every time he'd see one of the note cards, he'd use a trial close. He recommended that I make similar note cards for myself to post on my desk when I do webinars and bring with me when I speak.

He also said that after you share any testimonial, most people just move on to the next part of their presentation. But this is the *most* important place to insert trial closes. You should usually add four to five trial closes after any testimonial. For example: “Isn't that awesome!?! Can you see yourself doing this? Are you guys getting this? Do you see the power of what I'm showing you?” Since then, I've also found this same concept works after showing any feature or benefit of my products.

He then gave me a little book that had a bunch of his trial closes in it, wished me luck, and lunch was over. I thought that was pretty cool, so on the flight home I wrote down as many trial closes as I could think of. Then, when I got home, I sat down and re-watched my entire recorded webinar, found every spot I thought I could (or should) include a trial close and wrote down an example. I then recorded just those little “chunks” and had my brother (aka video editor) insert all of those trial closes into my presentation. Here is the list I made after watching my replay that I gave to my brother. I hope that it will give you some ideas for your own trial closes:

1:05

That's why I'm so excited for this webinar:

- So, are you guys excited for this too?
- Are you ready for this same change that is about to happen to you too?

1:21

More success stories than anything we've ever done...

- In fact... [insert Dee's case study]
- Insert a few trial closes after showing Dee's story
- Insert... "get free software when you stay to the end..."
- Who here want's a free copy of this software?
- Software made Brian \$XXX
- Can you see how this software will shortcut your success?
- Do you want a free copy of it?
- Just stay on until the end, and I'll email you a copy. Does that sound good?

2:07

Here are success stories that have piled in during just the last few days! [Mention name, how much they made, show video in background]:

- I will show you these video later... but THIS is the opportunity I'm talking about. Are you ready for this opportunity....?
- Do you want to be the next success story?
- How are you going to feel when you do your first deal like these?

3:05

At the end of the list insert trial close:

- Okay... so are you guys ready now? Good...

WHERE TO INSERT TRIAL CLOSES

After Testimonials

After every testimonial you want to insert one or more trial closes to get them to agree that they could see themselves doing it too.

inserted trial closes to get them to agree that they wanted those benefits.

After Features and Benefits

After each major feature or benefit I

At New Thoughts or Concepts

Whenever you are transitioning from one thought or concept to another, use a trial close to get them to agree to the concept before you move to the next content section.



3:22

Everyone's talking about providing internet marketing services to local businesses....

- You've heard them talk about this, right?
- It's because it's working.. it's a really good thing to do, isn't it?

4:47

- Are you ready to get started today? I know some of you were ready yesterday!
- If you want these results NOW... then nod your head YES!... I know I can't see you, but I want to make sure you are participating – it's important, don't you think? So nod your head YES!

3:59

- Would you like to learn this loop hole?
- Can you imagine what a shortcut this will be to your success?

6:12

- Isn't that cool?
- Short Tony clip pre-framing me

- What do you think about that?
- Wasn't that cool?

8:54

- Does that sound good?

9:27

Check out this quick video clip
[Insert "I made \$15k in one day...
when I got the check..."]

- Can you imagine making \$15k in just ONE day?
- This type of stuff is happening almost every day here... isn't that exciting?

10:36

- Would your family be impressed with those kinds of profits? Ya, I know that mine would...

10:44

- Are you ready to live that same dream? I'm sure you are!

11:33

- Have you ever asked yourself that?

12:06

- Am I right?

12:32

- Do you realize how much opportunity is waiting for you right now?

13:09

- Would that income be like getting an immediate raise for you?"

13:34

- Do you already have that desire for change?

16:15

- So, let me ask you, are you one of those people who are ready for a change?

16:54

- Are you the internet marketer who's looking for more passive and residual income?

17:16

- If you already have a business,

can you see yourself adding this into your business and instantly doubling your profits?

20:23

- Don't you agree?

21:52

- Is this making sense to you?

22:57

- Do you know a business owner



who is struggling right now?

- Can you think of any business that could use more customers right now...? Your dentist? A family friend?

23:21

- You've seen this right?

23:53

- Doesn't that seem crazy to you?

25:07

- I'm sure you've been watching this too... right?

28:20

- Was that as awkward for you as it was for me?

29:23

- Can you see the dilemma?

30:33

- Wouldn't that be SO much easier?

30:43

- How much better would that be? Would it increase your chances of success?

31:18

- Would that make your role in this a LOT easier?

36:33 – 36:38

- Re-record: Now EVERYONE wants to get in on the next Starbucks, or the next Google or Facebook or Groupon... right?
- Can you imagine the impact on your income if you had?

37:36

- Let me ask you to nod your head again if you think this would be profitable for you and your family...?

46:17

Re-record whole slide, "And they paid it..."

- You've got to get in on this...

54:42

- Would you like to take time off THIS YEAR?
- Would a deal like this give you more variety and excitement in your life?

55:01

And we ALREADY know it's possible to make your investment back in the first 30 days... Dee (a GREAT grandma ALREADY proved it...) it took her just 3 days!

- Don't you think that you could do that too?

56:08

- Can you see how these cheat sheets will make your life SO much easier?

56:54

- Is that pretty cool? Do you like getting a \$1,000 internet marketing course for free?

58:04

- Can you see how having these case studies will make it so easy to sign up new clients?
- Can you start to visualize yourself doing this now?

58:30

- Do you see how much more money you can make leveraging our brand?

59:24

- Do you like the idea of my paying all the legal costs for this? Ya, I thought you would.

60:52

- Can you imagine how much time and frustration this will save you...?

61:45

- You can do this for the rest of your life... just think of the impact on your income!

63:44

- Do you follow me so far?

66:11

- So, what do you think about that?

67:30

- Are you guys getting this? Can you visualize yourself doing this?

68:38

- Would you agree a LOT more than 7-Eleven, Subway or even McDonalds?

69:03

- Does that make sense?

69:45

- But it's worth it... right?

70:22

- Does that make sense?

71:48

- Does that sound fair? Are you guys getting this...? Are you ready for your life to change?

76:43

- Don't you agree with that?

78:03

- Would a deal like that create more security in your life?
- Would your family be impressed with those kinds of profits? You've GOT to get in on this!

78:19

- Don't you agree?

82:57

- Does that sound good?

84:10

- If you mastered this skill, where would you be in 5 years from now?

90:11

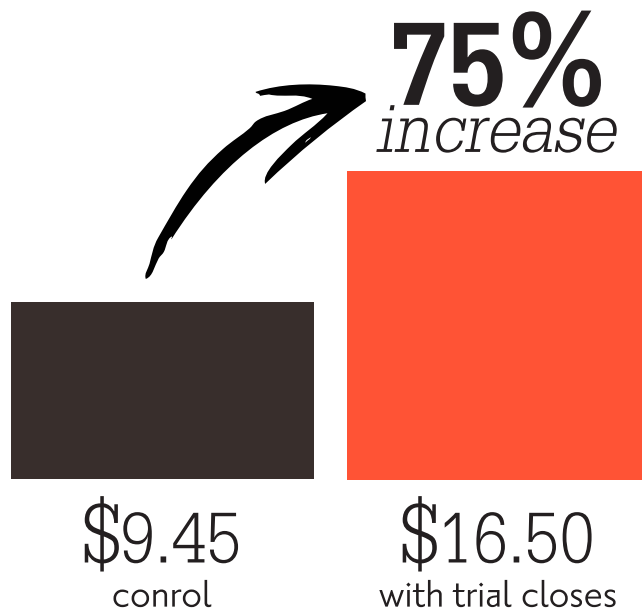
But the power comes because after you've signed your new client up, that money comes in each month... even if you stop working. That's why people are taking a week or a month off or more their first year... because it's not like a normal job where you just get paid when you work. You get paid residually, for work you've done once...

- Does that make sense?

93:43

- Are you guys getting this? Are you ready to get started? I'm seeing orders coming in quick now. I'm so excited to be working with you guys! Welcome to the team!

NET DOLLARS PER LEAD (DPL)



“...Start using trial closes in everything that you do, and you'll see an increase of response across the board. It's not even worth testing anymore... just do it!”

It took a *long* time to record and insert each of these trial closes into the webinar, but after testing this new version against our old one, our average net profit we made for each webinar registration went from \$9.45 to \$16.50! That was a HUGE 74.61% increase by adding in these trial closes!

Since then, I've started using trial closes in everything I do including my sales videos, my webinars, my speaking and more. They have pretty much become part of my language patterns now and by adding these into everything we do now as part of the initial control we've seen an overall lift in our total income. Pretty cool, don't you think? (ha ha.. had to insert one here).

So, the moral of this story is to start using trial closes in *everything* that you do, and you'll see an increase of response across the board. It's not even worth testing anymore... just do it! **DCS**