

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step by step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody, this is Jacob Sapochnick, the Enchanting Lawyer podcast. This is a show where we interview the most inspiring entrepreneurs and business owners who share their ideas and success with us to make us better at what we do. Today we have a guest all the way from Canada who's living right now in Southern California, we have Daryl Urbanski.

Daryl is the founder and president of BestBusinessCoach.ca and is best known for his ability to create seven-figure automated income streams from scratch. He's Canadian turned Southern Californian. He has quickly climbed the entrepreneurial ladder, gaining respect from thousands of small business owners worldwide.

Daryl, welcome to the show. I'm very happy that you're here.

Daryl: Thank you. Yeah, it's an honor to be here. I appreciate your time and it's an honor ...

Jacob: How are you?

Daryl: Yeah, it's an honor to be invited. I'm good.

Jacob: Daryl, I gave a little intro about you but why don't you tell our listeners more about yourself and what got you here and why did you get into this area.

Daryl: Sure.

Well, I think a lot of people, they probably come from same roots in the sense of, you know, I kind of always knew I wanted to get involved in business in which you perform. I played around with a lot of different things when I was younger; from shoveling driveways up in Canada and mowing lawns and babysitting and paper routes, a number of different things.

I've done a lot of different models including franchise model, the freelance model which is very similar with self-employed. It's just like every iteration. You just get a little bit smarter, a little bit wiser. A few years back, I really got into marketing and automation at a deep, deep level to where I had a martial arts school where pretty much everything was automated.

I don't want to say everything but I had a lot -- to a large degree I had the day-to-day operations taken care of except for the marketing and the selling. Just in that particular niche. But class fulfillment, following up with students, all that sort of stuff.

Anyways, just helping out a lot of other people as I was building my own business and they were having success in their own businesses. Well, it's flower shop, mechanics garage.

A buddy of mine was working with a company based out of Ottawa that was like an online business directory and he went from being a front end sales rep to being promoted to CEO of a \$1.4 million company. He wanted to put me on retainer and that's when I was like, "Hmm, there might be more to this knowledge that I've gained than the value I'm getting out of it."

So I started turning and helping business owners. I wrote a couple of books and I put them up on Amazon. It was kind of a market research in and of itself. Each book was on a different topic and I want to see what people are most interested in. One of them started to take off and I started marketing that book. It managed to hit number one on Amazon for the top 100 in marketing and sales. Yeah, I just started doing -- work for clients and automated about five, six funnels now.

When I was working for John Assaraf that was really when I figured what parts are missing. Because I created a couple other automated online funnels but the most that any of them had done was maybe \$6,000 to \$9,000 a month. Because I wasn't quite getting the second half of it and that was the traffic half of it and I didn't quite figure that part out. Working with John, we figured that out and with a budget of \$500 we grew in scale the funnel to do. Now it's probably around three-and-a-half, maybe even \$4 million this year so far. That's what I'm doing now.

I'm setting this up for other clients and I'm speaking on stages and helping other people. It's just fun. I'm getting to pick projects that are interesting that I think are bringing value to the world. I've set a new mission to create 200 new multi-millionaire business owners to solve world problems with entrepreneurship.

Jacob: And you know, Daryl, I think one of the reasons I'm excited that you're here is that a lot of my audience are professionals and working very hard, you know, long hours trying to get the best clients. I think the system of trying to automate, trying to be smart at what we do because, you know, trying to get the best service possible. But what if we found a better system, better way to do it, and that's why I'm excited that you're here to share this with us.

So why don't we start explaining why is automation so important when we're on any business?

Daryl:

Right. Well, yeah, automation is incredibly important. There's kind of two parts to that answer.

So the first part is automation is just kind of the second step of a system because you can't automate something until you have a systematic way of doing something. And a lot of businesses, they're already doing things but, for example, I was -- actually I was having dinner in LA with one of the founders of Outback Steakhouse, the franchise, and he was talking about how -- as a consultant working with a lot of companies I was like, "What's the most common that you see a lot of your clients dealing with?" He deals with big corporations.

He's like, "Oh, their sales force is almost always out there just figuring it out on their own," like they're just left with their own devices. There's not, like, a standard way of how you do things here. I know that you've done that very, very well in your business and that's just creating a system for how to do it. And then automation is taking it to the next step where you try to reduce any human elements, human involvement because we're prone to error, we're dilatory, we have brain farts, right? We mix up with technology. That way it's more reliable, more dependable, and it can scale.

Automation is huge because it allows you to step at a certain day-to-day aspects and suddenly start running your business more like a business owner. Whereas as oppose to being a manager and dealing with staff and headaches and just trying to get the end results done, if you can get yourself to a certain level of automation whether it's a blend between technology and humans interacting, like with the operations manual and system's standard operating procedures and that or not, you need to have automation.

If you're doing all the work that's not a business, that's the job, and you are self-employed and that's something that, I think, maybe some of your listeners might feel like when they're putting the long days because you're billing clients, that's great, but then you have to track it all and the account, like there's just so many tears to it. It's a lot of work. And you make more money than just having a job but that's because you're doing all that stuff yourself. That's not where you want to be. You want to be the owner of the asset that solves the problem for a certain type of person.

And so if we're talking with attorneys, maybe it's helping parents get control of their children. If it's an immigration issue, maybe it's helping someone come in to the country they want to live at. Whatever that is, people are suffering from a problem and that is the market and then automation. You want to try to find them a highly leverageable way to fulfill it for people. That's also quality control perhaps, consistent results in the back end.

Automation is huge. It's the only way that you ... Honestly -- forgive me if I'm just rambling on, but automation -- Anytime you do anything enough times, a pattern will emerge. You need to establish those patterns so that way you can look at your business metrics and tweak it, and improve it, and make educated decisions about how to grow your business.

There's a saying, it's like, "If you can't measure it, you can't manage it. And if you can't manage it, you can't grow it." Automation is huge because it allows you to accomplish like [unclear 00:07:51] since we were doing millions of dollars and for that funnel itself we had people -- an ad person, a stats person, and a customer service person. That's a great example because with the power of automation doing hundreds of thousands per week and only three people.

Jacob: I had Michael Gerber on the show several months ago and he's the father of the E-Myth, the system that you do business. He was talking about the importance of having a system and having -- you need to know -- and put it in writing so you don't have to repeat yourself. And why businesses become more sellable if you have a system, now you have something to sell.

But I think you've taken it to a much higher level because now we have technology. We have more tools that were not available when Michael wrote the first E-Myth.

Let's say if a lawyer or a business owner who has nothing in place, what would be the first couple of steps for them to create an automated sales funnel or system in the business? What would you recommend?

Daryl: Sure. Sure, sure, sure.

I mean the first step is to get started. It's always to get started. And it's to do it in bite-size steps and it's something that's less scary. People think of automation in a lot of ways, they think of this weird, robotic thing that feels awkward, that comes across awkward and that's got mixed results. So I would suggest someone do something really simple with automation and they can go get the results towards free tools. If they Google email marketing automation, you can automate a lot of emails. It's called an autoresponder.

The autoresponder, a lot of people know, it's like if you're going away on vacation, you set your autoresponder up to say, "Hey, I'm out of the office. I'll be back next Friday." And then when I email you, I get an auto response back telling me that you're not available. But now with technology, it's probably -- honestly, one of the biggest business breakthroughs, in my opinion, is they've taken that autoresponder and they've made it like a calendar that you can schedule. And you can basically have autoresponders.

I have one. It's the longest one I have. It goes on for five years. And so anyone who's looking to get started, a really easy way is just to go online and search email marketing automation or email marketing software. There's free ones. There's ones that are \$20 a month. There's ones that are hundreds of dollars a month. You can get really basic one and just write a simple campaign for someone.

Type a campaign that you use, depends on the platform that you're using. AWeber is a common one. There's MailChimp, there's InfusionSoft, there's GetResponse. There's all these different names. But you just want some sort of basic one. If you're just getting started, just write a simple post "Working with you. Follow up," and that would be a great way to get started. Write a simple, maybe six-month system, of what you would like to have happen. And you can do it all via email.

So one of the things that I used to do is I would have an email address for designated positions in my company. So maybe I have frontdesk@yourbusinessname.com. You've got finance@yourbusinessname.com. And you can setup autoresponders for emails to go out at certain point in time.

Before I get too far down the rabbit hole, let's make this relevant with a simple example.

So, for example, to automate something and have it not sound robotic and awkward, it needs to have some sort of common thread of knowledge between us. Whether it's a shared interest or some sort of mutual piece of knowledge that we're talking about, right?

At martial arts school, one of the things that I automated was following up with people after they've had an injury. When people tend to injure something, it doesn't really go away, right? If you hurt your knee, your knee gets better but it just reaches different levels of management.

So I had a five-year campaign at my martial arts school that whenever student got injured, we had a simple form we filled out online and the syntax was your blank, your injury, your knee, your finger, your whatever. And these emails, they would get two emails in the first week, and they get an email a week later, and they get an email a month later, and then they get an email three, four months later, and then they get another email like six, eight months after that.

But it's all about, "Hey Jacob, how are you doing? I was watching movie last night. The main character hurt his knee. Wanted to email you and see how your knee is doing." And they have no idea it's being merged into that but it's a simple way to include automation in your life.

I used to do that and I would have emails. I would take an autoresponder and when you schedule it -- So email one goes out on day one, email two goes out on day ... whatever you want it to be, 22, 43, whatever that is. Now especially some more advanced one say -- let you pick time of day, day of the week, all sorts of sophisticated things. And at this calendar of emails, it's almost like an assembly line.

Going back to Michael Gerber who actually was inspired this way thinking for me where I would have -- if someone came and registered and signed for an appointment then there would be an email out to them to remind them to show up. Right? They signed up, they made an appointment, we fill out a web form, an online form internally that would automatically send them reminders up to the appointment date. "Hey, just a reminder, your session's tomorrow. By the way, you may want to check out this cool video." Right? And then the appointment date.

And we would just have these autoresponders off of every action. Anytime you hit like a "decision note" where they could -- like an appointment, they could show up, they could not show up, they could cancel it, they could no-show, they show up. Those are the three options. So we would have three autoresponders based off those three options. And, obviously, the ultimate goal being to get them to do the action we want them to take.

I feel like I've given kind of few different examples. But if someone's looking to get started, pick something basic and the easiest thing to do is a simple and a very, very powerful ROI campaign. It's just a basic thank you. "Do you know anyone else who might benefit from my services campaign?" It's as simple as a few thank you emails and just the email saying, "Hey, were you happy? Please fill out the survey." And if they fill out the survey and they're happy, they follow up with a referral request. Or if they fill out the survey and they're unhappy then to obviously try to fix that.

Or have it happen after the survey, depending on what survey answer you get. If they would give you the survey results of their service and they gave you, like, high scores across all boards, then drop them in this campaign. And over the next six months, send them a few thank you emails; send them a little thank you video. Do you know what I mean? Little things like that. Really easy way to get involved and now you are wielding the power of automation.

And it is scary how powerful it can be because in February I got an email from a student for school business that I haven't run for like three years, four years. "You're the best coach ever. I can't believe you kept in touch," like "remembered by knee." Because a student blew his knee playing ultimate Frisbee.

Anyway, for him he trained at my school six months, eight months, but I've stayed in touch with him this long and that's a powerful way to leverage automation in your life and in your business.

Jacob: What I like about this example, Daryl, is because it looks very overwhelming to do this. But if you start from this thank you or appreciation point, this is really where repeat business is going to come from. You say, "The first thing I'm going to do, I want to automate my follow-up thank you process." So if somebody's done with the case, we achieved the result or somebody retained us, we send them an email and start with that.

Because, like you said, in your case five-year follow-up, somebody, in a legal business, sometimes cases can be two to four years process, right? If you set up the automation and then this people -- First of all, you're different than other attorneys or other professionals, nobody's going to do that. These people think that you did it personally because your name will appear in that email and they'll thank you forever which is -- it's amazing.

Daryl: Right. It is amazing. And it's an easy way to do it. Another thing you want to do is make sure that that email comes from you, that it doesn't look like it comes from some other system or anything.

Jacob: Right. It has to come from your personal email.

Daryl: [unclear 00:15:55]. Right.

Jacob: [unclear 00:15:57]

Daryl: Right. And you can set that up. But I just know someone who's tried to -- I only mentioned it because someone who didn't know they didn't set it up and it's in the set up. Any tool you get should walk you through it. But just be aware, you're trying to model your own email does not make it look like it's coming from something separate. But no, again, it's an easy way to get started.

Jacob: This is, to me, is fundamental. I think in a few years, or maybe less than a few years, they're going to become almost integral part of any business. If you're not going to have automation, and at least in some part of it, then you're not going to have a business.

Daryl: Right.

Jacob: Daryl, we talked about general automation but I'm curious about the sales automation and sales funnels. So why don't you share with our listeners what is a sales funnel and how does one fit into a business.

Daryl: Got it.

Well, if you ask this question to different people, you may get different responses. For me, a sales funnel. A lot of people feel a sales funnel is a process where you take an unknown person, you turn them into a lead, you nurture that lead until you get a sale. And that's what they consider like a sales funnel.

For me, I look at an entire business as an assembly line and I go, "Alright, I've got some lower end things here and I know that when people have finished this product either they're fixed or they're going to have one of two other problems. Do you know what I mean? And then that makes them ready for the 102 or the 102A. Do you know what I mean?"

And so I look at it from unknown universe to lead, to warm lead, to first time sale, to multiple backend sales. And in a lot of companies I talked about my goal to help create 200 new multimillionaires to solve world problems with entrepreneurship. A lot of people don't even think about what they want their business to generate that they just jump in to business. And they don't even really, like, know.

Instead of being decisive and imposing their will on the world to say, "I want to make X, Y, Z." Blank units times blank price equals a million dollars. That's a thousand units out of thousand dollars, right? Or 2,000 units at \$500.

So whatever it is that you're trying to do, if you're trying to hit that seven-figure mark, you need to start there and work backwards. And so when I work with clients, sometimes we're not just dealing with the first sale because I'm trying to help people build seven-figure businesses and sometimes we can't get there with what most people are buying on the front end, right? Their most common sales item. It's like a \$15 widget. That's a lot of widgets to make a million dollars off that. But a certain percent of people who buy that have another problem, another problem, another problem.

So it's much like dating and it's a great analogy to make because you're really are. You're meeting new people and then you have to get to know them. It can be tough. If you've got a wife and kids and you're trying to juggle like 10 new people you met, you know what I mean? And follow up with them like it's a full workload. So that's where automation can be extremely powerful because you can use a system that you can leverage and you can follow up with people in an integral and human way to keep in touch and just stay in front of them.

So that's what I think a sales funnel is to me. A sales funnel is almost the whole business has a system. That's Michael Gerber talked about but most people talk about the sales funnel, they talk about the front end part of it. That part, for me, the main focus on any like traditional sales funnel is just to break even or better. Because most people think that you get a customer to make a sale but they have that backwards. You make a sale to get a customer.

Jacob: Right.

Daryl: Because a sale is a golden egg and a customer is the goose who lays golden eggs. If I'm someone and I buy weigh protein, that's a consumable product that I'm going to need again and again and again, right? Certain people, certain industries have a tendency to repeat purchases. Now, if you're selling bridges to municipalities, you might only sell them one bridge every 100 years, that's different issue. But most of us, there's some sort of repeat business. You want to be able to build that relationship with someone so that I always bring my business to you.

Jacob: The sales funnel is really the core right now for people who are trying to have an online presence because people come to you and they spend some time, they check you out and then it's your responsibility to get them into that funnel so eventually they give you a chance to become a customer.

Daryl: Right.

Jacob: And, again, we spend so much money on advertising but we don't really think about how do we make the most of that money and sales funnels to me are -- When I understood the value of that it was just -- it made difference in the way we do business in my law firm.

Daryl: Oh yeah.

Jacob: For somebody who doesn't really understand, and I want to make it very simple for the listeners, maybe give me an example of how -- maybe in a few steps -- how we can automate a sales funnel in a service business.

Daryl: Perfect. Perfect, perfect.

Jacob: Excellent.

Daryl: Yup.

So a great way to do it is, for example, we're going to borrow from a few different people's models here but you can do something like for -- you're an immigration lawyer so for you, like if I were looking at immigration services and I saw an ad that says "Warning. Read this before you call any immigration lawyer," and it's like "top five trending ways immigration lawyers charge you more than they should," something like that. That's going to get my attention.

So I go to check this out and I click the ad or if it's yellow pages, whatever it is. Again, if we're talking about online, I see that ad, I'm thinking about "I need an immigration lawyer. I'm coming to the states. Okay." So, click the ad, go to the page, and it offers me this report on the four most, five most common mistakes

immigration lawyers make that end up costing you big bucks. Well, I want to know what those are and to get it you want to know my email and my name.

So I give them to you and now I'm in your database. Now you know who I am and now you can follow-up with me. It's a simple process from that point forward where after I get the report, send a couple of emails saying "Hey, did you read it? Did you have any questions? By the way, just so you know, if you're interested, you may qualify for a free consultation.

There's a couple of different things you can do. You can give me the free report and then right after just follow-up and say, "Hey, did you have any questions? Would you like to get on the phone and discuss your issue? If you are interested, click this link and let's set up an appointment." That could send me to an appointment scheduling calendar where I pick a date and give my name and phone number. Now we've got an appointment set up.

The other option is is after you get my name and email, you could send me to a survey to find more about me and then put me in -- If you have three or four of these, if you've got a line for business owners, a line for religious workers, a line for government officials, now you could have one of these autoresponders we talk about designed for each one of your main clientele and you're getting them with the reports or you're getting them with the survey upfront. One way or another, you're getting my name and you're getting my contact info and you're trying to learn more about me and give me some sort of personalize follow-up.

That's a really easy thing to do and that's fishing. It really is a type of fishing where most owners are so caught up in their own business, they don't have time to test or to create it and see how it works. But like you said, when you realize the power of it, I mean I've had clients where we were spending \$3.50 per lead but we were grossing \$27 per lead generated.

So when you talk about the ROI -- [unclear 00:23:41] when you figure out where the sales funnel was and the importance of it, I know some friends that playing stocks and I'm like -- For me, there's just no interest in that. I'm more of a commodities and real estate guy or marketing funnels because if I could book my money and stocks and maybe get a 10% ROI of my money, or I could put some work into a marketing funnel and make 1000% ROI, 500% ROI. I'm going to do that every day of the week. And that's where there's huge --

Like so many businesses because they are so inefficient and ineffective with their marketing, as you mentioned, there's so much money left on the table. These people have no idea. People that came to them -- Chet Holmes wrote a book called The Ultimate Sales Machine and in it he cites some research that states that on average, only 3% of leads are ready to buy now.

Jacob: Mm-hmm.

Daryl: Only 3%. So if you're able to stay in touch with them, and build a relationship with them, and become their trusted advisor and friend, and help them out with the little details and the stuffs that they're going to want to do themselves because we're all afraid to ask for help, we're all afraid to spend money.

Then when it comes to time that they do have to ask for help and they do have to give someone money, they're going to come to you because they know, like, and trust you. Because instead of just trying to sell them right away, you sincerely tried to build a relationship with them. You showed that you cared about them and that's probably one of the most powerful things you can do and your marketing is to let people know that you do care about them.

Which, you know, it's crazy because I feel like if you can't trust the businesses out there, I don't know how the world keeps turning, right? But people are so skeptical with doing business with someone they've never done business with before.

Jacob: Right.

Daryl: And so that's why, say, it's like that dating process. And that's just an easy way. You took me from an unknown person, you offered me something of value that was going to help prevent me from losing my hard-earned money and getting ripped off where you provided do-it-yourself guide, how to do it yourself. Because what you'll find is you might even [unclear 00:25:36] if you get a lot of people that they just want to save the money and do it themselves.

Jacob: Correct.

Daryl: Right? And they'll waste a lot of your time in that process. And so those people, often times, you just give them the info, they'll become raving fans, and they'll go do it themselves and that saves you your time.

But there's a lot of people that they'll read all the do-it-yourself stuff and they're like, "I don't have time to do this. This certainly looks like a lot. This guy seems to know what he's doing. Can I just pay you and have you do it for me?" And those people, again, because you took the time to help them without seeming like you're interested in something for yourself. Again, you get the chance to demonstrate your knowledge to them and now they know you better than anyone else. And so they're going to feel safer working with you.

Jacob: Right.

Daryl: But that's basically a simple, simple method you could just add to some sort of survey or some sort of free offer for something. Again, it's fishing to get me to

give you my name and email so you can send it to me, or name, email, or phone number which will be harder because you're asking for more information. I don't know why I should trust you yet.

But then once you have it to just follow up. "Hey, did you get everything alright? Which one of those five are you most worried about? Did you want to get on the phone and talk about it? Click here to setup appoint on my calendar." Now you've got this automated little system that's booking things for you.

Jacob: Right. And people are trying to put too much emphasis on pay per click and SEO getting the leads but they don't put any efforts on nurturing it, just like you said, and trying to close more of these leads, right?

Daryl: Right. Right, right, right. And that process.

And so now we're able to do is you're able to take your best sales rep and -- A mentor of mine, [unclear 00:27:15], called it the Power of One. He called it Exercise of the Power of One where you basically take one person imagine -- And Seth Godin has a quote where he said, "How would your business be different if you could never get another prospect? How would that change the way you run business and how you do what you do? If you were, there are no new people you could get."

Suddenly the focus turns to the people you've got and often times you go look at your best sales reps, they'll take the people that they get and they'll work those leads and they'll stay in touch with them and they'll build a relationship. You can use tools right now to just take your best sales reps and to just replicate their efforts with automated software.

And email marketing is a powerful way people do it and there's all sorts of other things you can do with text messages and voice broadcast and online presentations or telephone, like, even this.

In some ways this is somewhat automated, right? It's a sense that we can sit down, Jacob, and have this conversation and share this knowledge, and we never have to repeat this conversation again. We can just refer people to it. There's tons of ways you can do that.

Jacob: Absolutely. In fact, it's a good example because, you know, we're recording it today, which is a Friday, but the podcast itself is going to be released at a later day, maybe next week, and is going to come out via email automated to all my list which is that's exactly what we're talking about.

Daryl: Right, exactly.

So there's automation at work in a lot of levels people don't understand to take advantage of. And it's okay that we're constantly looking outward for the best next thing but sometimes if you just look at what you already have, you may not need to do something overly radical. There might be a fortune already sitting in your business.

If you have a team of sales reps, if you are your best sales rep, turn that into system. Again, if you haven't read Michael Gerber's book the E-Myth, that's a great book to read. It's not a long read either. Just start documenting.

One thing Michael does say is if your business depends on extraordinary people then your business will be at the mercy of them as well. Because then you have to jump through hoops to keep those extraordinary people because you don't know what makes them so special.

But if you've documented it and, you know -- and this is another mentor of mine told me, "Daryl, you will always be a beta version of everyone else in your company." He's right because no one's going to do it the way I want to do it, right? But if you manage base on objective results, that's a better measurement.

And then now, if you can take the people who have the best results and document what it is they do now you've got something that other people can learn and replicate. And they still might be the best at it than anyone else but at least they're not like -- you know what I mean? At least there's hope for others, so to speak, and you can have some sort of quality control.

Jacob: Of course.

Daryl: Now it's a huge, huge, huge thing having internal documentation of everything people are doing, records on file and some sort of CRM service, being able to log the conversations you have with the client from between months and years and have all that tied up to your marketing. What emails you sent the person, or what they have or haven't bought, it's all very, very, very powerful and really important information.

Jacob: Basically to summarize what you're saying right now, this is essentially freedom. Because if you are a hostage to your employees, to people -- your star employees, the people that are the best at what they do and you can't afford to lose them. How often do I hear people saying, "I can't lose this attorney. I can't lose this paralegal. I'm going to die." Well, if that's the case, then you don't have a business because that's not the way a business should be run. It should be run based on systems. Everybody should know what they're doing. And if they leave, unfortunately, somebody else can step in, get the manual, and the business continues. And that's how you're going to be able to sell it one day, right?

Daryl: Right. Right, right. Exactly.

And a lot of people get caught up but they're like, "Oh, well, this is what everybody does." Yeah, but even if you're a doctor, once you go to work at a hospital, every hospital does it a little bit differently there. And so even if you think it's just standard for your industry, you still need to have your SOP's, your standard operating procedures. I mean that's a huge part of it. It's a huge part of having that automate.

What happens? I guess I don't know if I want [unclear 00:31:14] but the power of one exercise is having one customer and if you could treat them the best that you could for all their problems that you can solve, how would you do that? And if you can make that -- like put that on the calendar. "Hey, will help Joe with whatever ..." you know "move to America" because you're an immigration lawyer, right? "Help to move to America." And then, of course, six months to a year-and-a-half later, they always want to bring their family over. That's a backend upsell. Do you know what I mean? And now that's strategically placed in your funnel.

It can even be in the email service to just email your front desk staff, email them a couple of times if you want to remind them to call this guy, follow up and see how his family is doing and if they've made it over yet. And if not, do they need help with that. That's a simple thing where, again, there could be tons of money sitting on the table that people aren't taking advantage of because they're just existing as is as oppose to having like -- instead of being strategic and deliberate in their actions.

Jacob: I see.

Well, you know, it's one of those things where we need to think about it differently and that's what I think is missing in the way people are conducting the businesses today. That whole concept of automation and trying to be ahead of the game is so powerful.

Daryl: Mm-hmm.

Jacob: Daryl, can you share with us some tips for 2015. You know, businesses are listening and the thing about automation and thing about -- What are some of the tools that we need to be considering next year to be successful in this process?

Daryl: Got it. So, yeah. This is actually a great topic.

First of all, for any business, there's only three ways to get customers at a bare bone fundamental level. There's only three ways to grow your business, sorry.

One is to get more customers, two is to get more customers to spend more money with you, and the third one is get them to come back and buy from you more often.

So you can get more customers, you can get them to buy more every time they buy from you. So if you're a restaurant, you can increase the price of your meals, or you can start asking more about add-ons and upsells, or inviting them to bring friends with them, and then you can get them to come back more often. So they start spending money with you more frequently. That's called RFM analysis, recency, frequency, monetary value would be well worth your listeners time and focus and attention to look that up and just read a little bit on it because there's been huge businesses that have been built on those principles alone.

So I would really focus on those three things: on getting more customers, getting customers to buy more when they buy, and then getting them to come back more often. And as far as the automation, there's a whole suite of tools out there that they can look into from InfusionSoft which is one I know that you use and I use that as well. There's plenty others though. There's Ontraport, there's Pardot, there's NetAtlantic. There's a bunch of other automation softwares. There's [unclear 00:34:10], there's more coming up. But it's email automation software.

And then there's tools that you may want to consider as well. It doesn't even need to be anything super fancy. Google Hangouts. You can do a Google Hangout with a group of people and then have that recording forever on YouTube and then just put it on a webpage and send people to that. So you can have like an orientation video from your staff. "Hey, just to let you know before you come in to our office, this is what you can expect. Video one, two, three." Right? All of a sudden people having a much more comfortable experience. And so there's tools, again, just basic video, teleseminar, webinar, tools. There was one more thing I wanted to add but it seems to have left me at this moment.

Jacob: Daryl, as we come to the end of our show, why don't you share with my listeners perhaps a book or a movie you think will inspire them to be better at what they do or kind of give them some ideas.

Daryl: Yeah. Well, everyone should read the book Scientific Advertising by Claude Hopkins. It's not a big book. Dave Ogilvy once said the largest advertising company in America and on the front cover of Scientific Advertising is a quote saying "No one should have anything to do with advertising until they've read this book at least seven times. It changed the course of my life." which is a huge thing to say from someone who built the biggest company in the states at the time -- the most successful.

Scientific Advertising is a must read. I'm also a big fan of Think and Grow Rich and I would check out the RFM Analysis book. [Unclear 00:35:48] anything you can find on that would be huge.

Jacob: We'll have links in our show notes as well.

And for our listeners that want to find you on the web, do you want to share with us verbally your blog, your website, your Twitter, whatever you want people to be able to connect with you.

Daryl: Sure, sure, sure. I mean they can find me on pretty much any social media channel Daryl Urbanski. But the best site/place to go is bestbusinesscoach.ca for California or Canada. And, yeah, that's the easiest way to track me down.

Jacob: Excellent. A great name.

Thank you so much, Daryl, for sharing your wisdom with us. It was really good. And I learned a lot as well; puts my thinking in my head. I wish you a Happy Holidays as well.

Daryl: Yeah.

Jacob: To our listeners, thank you for staying with us at the show. We look forward to being with you next time in our next episode. This is Jacob at enchantinglawyer.com. Any questions, any commitments, you can leave it at our blog or directly on our iTunes. We'll see you at our next episode.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantinglawyer.com. That's www.enchantinglawyer.com.