



Matt Henderson:

Good morning.

It's Matt from The Business Mind Podcast, so excited you guys are here again today because we are going to go into part three of our series and I'm going to let you know where I started traveling to in my business, at least once I got my websites to rank.

All right, good morning everyone it is Monday where I am January or something. I'm going to say maybe sixth. It sounds about right. And it's actually really warm here in New Jersey, it's 50 degrees in January, which is so not the norm, but that's great I'm excited. It's beautiful out and I'm tired of the grayness, so this is fantastic. Well, now that you got the weather update in New Jersey let's move on to the next step in my podcast here, which was a year in review and this is part three of the series.

So if you listen to the last episode we were talking about where I went once I got my web, you know, once I got into what I wanted to do last year and I started building out websites and as I started to figure out how to get them to rank, at least somewhat on Google, not, not in the top three on Google, like I want, but you know, things take time, things take time.

But once that all started happening and I realized, okay, now I've got a really good grip on website building and search engine optimization, SEO and keyword analysis and Google analytics, Google search, search consoles. And there's a million million things that go into the websites. Right? And I do like them. It's nice to be able to provide that service to people because I do feel like small business owners in general are getting not necessarily what they're paying for when it comes to a website. And I think they need somebody who's going to pay attention and drive business to them and give them reassurance about what they're purchasing. Because just having a website obviously doesn't make your company famous or successful or lucrative, even.

So as I started looking further into that and I was waiting on websites really to start ranking closer to page one on Google, I realized that I didn't want to just keep churning out websites as my only thing that I could offer people because honestly, I find the building process fun, I didn't love certain aspects of it. I did love other aspects of the building process with the websites. So in my hunt over the last couple years of finding things that to help push your business forward, I did find some other stuff that I had looked into and I just, I didn't necessarily fully understand at the time and they were called sales funnels.

And for anybody who's been listening to the other podcast. And if you didn't listen to the last podcast, I certainly suggest you go back to two podcasts at least and start listening so that you understand where this whole process went over the last year. So like I said, I looked in, I started figuring out that there were these things called sales funnels. And for those businesses out there, small business owners who were listening that know what that is, congratulations, I am I'm impressed because I think that the reality is the majority of people have no idea what a sales funnel is or a marketing funnel or a lead funnel or better yet a funnel at all that is at least related to the internet. So, I wanted to explain what that was, and this was the time that I thought, all right, there's got to be the better way to sell online than just giving somebody a website and being a person who's always been into sales his whole

life and has done pretty well with sales and selling, I want, as this world has been changing and going from a walk-in retail sales, and even nowadays, you don't even buy a car in a car dealership anymore, now you do it online.

I mean, my mom leased a car for the first time in her life two years ago. And they had it dropped off at her house. I mean, Carvana, you guys have probably heard of this by now. And if you haven't, you will, but they just dropped things at your house. So I started to realize, my ability to sell is terrific and it'll be a skill that I'll keep forever. And I'm really glad I have learned that skill over the last two decades, but there's another level to this. And I need to, to figure that out. And I know that, when it comes to websites, there are certain ways that you can do your write ups on the page about your products and, and hopefully get more people to convert and purchase. But I hadn't figured out what the true method of selling online was. And that's when I stumbled across click funnels.

So for those of you who are interested in learning about click funnels, definitely email me, Mason, M A S O N at Nesta, N E S T A digital.com, because this is the answer. This is like what the future is. And as I've gone into a deeper dive with them and taken on learning and building them, the companies called ClickFunnels, they're not the only sales marketing lead funneled generating system out there. But in my opinion, they are the best. It's about the cleanest, most all inclusive system that I've seen in order to do it. So now for those of you who are already lost, and you're saying, I don't even know what you're talking about. So a sales funnel it's used online and they look just like a website, but it's a more direct way of selling. So each sales funnel, like I said, you'll go onto it. It'll look like a website. And it is a website for all intents and purposes. It is a website it's a.com or something along those lines. And on the page, it'll have a video that's selling you a product or a service. And then below that, it might say, just click the button here to sign up and, and this product or service. And then below that it'll have an explanation about what the products or sub product or services are that are being sold right there. And then again at the bottom, it'll say, Hey, click here to buy this product. And I'm sure some of you guys have seen that other ones have probably seen, Hey, do you want this free ebook? Do you want this report that I put together that lists the number one way is to sell your house in your state?, click, give me your email and I'll send you over a free report saying how you can update your house and increase the potential to sell it in the next three months by 25%, we've all seen these, right?

And you give them your email and then you get a report back that tells you, Hey, these are the 10 steps that I would take to do whatever it is that you want to do, right? Or whatever you were reading about. Like I said, if you were selling your house and you needed the 10 ways to increase the value of your home before sale. So they'll send that over to you. And now what happens over the next few days, you're probably going to get a couple of emails from them, and they're going to talk to you about other services that they had, maybe coming over and doing an appraisal on your home, or having a consultant come in and talk to you about things that would help reevaluate your home and give it the best possible sale price. These are sales funnels. That's exactly what that was. You gave them your email that gave them the ability to then reach back out to you and tell them the other direct things that would help you with the things that you were looking for.

So I think when these first came out, they got sales funnels first introduced into the internet because sales funnels have been around forever. Sales funnels started as direct mail marketing. You would get a little thing to your house that said, openness inside confidential reports on how to sell your home faster, 10 ways to sell your home faster. And you would see these reports out there and they'd send them to your house and inside would be a letter and you'd read the letter and it would say, Hey, give us a call. And for free, we'll send you this report and they will do that. And then what that did was it opened up a conversation to them to sell to you. And that was called direct mail marketing back then, and direct mail marketing went on for decades. And it's always been a really effective way to sell because

you're directly mailing people, right to their homes, they're, it's coming in with their regular mail every day from the postal employee, and then they've got the opportunity to purchase what you're selling. And that's always been a way of, of doing things. And then you saw it when TV really started to take over, they were infomercials, right? They would, they would sit and tell you about what they sell and how they, what they have and how you can purchase it and what it's going to do for you, and, oh, wait, there's the clock sticking at the bottom you only have so many and more minutes left to purchase at this price, right? These are all the things we've all seen. We've all seen them, I loved infomercials as a kid. Oh my gosh, thank goodness. They don't give credit cards to children. I would've gone wild over those because they're salesy, I love it, I like selling and, and it caught my eye and it made me understand like, oh, I get it these people are trying to sell. So, this is how funnels and sales funnels all got started, and I'm not going to be able to keep going on the topic right this second, because it is what I'm currently working on. So what I'm going to do is I'm going to break this episode up into two sections itself because sales funnels are future here. And they're the answer for us and as our click funnels in order to sell them. So I'm actually, I'm walking into my office in a few minutes and I need to get a bunch of stuff done this morning. So what I want to do is I'm going to catch you guys on the way home from work here, and I'm going to give you an update and I'm going to fill you in on what, what these sales funnels are doing for me, what I'm using them for and, and how they function all on my way home.

All right, everyone. So I hope you guys are crushing it on a Monday. Like I am, I am excited to get to work. I'm excited to really give you guys the most that I can here because I think I can help you in growing your businesses. So if I can give you any information that helps you guys grow your stuff a little bit more, I'm happy and I hope it helps you out throughout your day. If you have anything I can help you with, or that I can assist you in growing, just please reach out to me. mason@nestadigital.com. And I'll definitely, you know, get back to you and let you know what I can do for you. And if you're enjoying the podcast, please take a screenshot of this, take a screenshot of today's episode, post it to your social media, let people know what you're listening to. If you're on iTunes, listening, please go in and leave me a review, I'd really appreciate it anywhere else that you could find to leave me a review on this podcast, man, that would be outstanding. All right, guys, have an awesome, awesome Monday or whatever day it is that you're listening to this. And I will talk to you again soon. I appreciate you listening.