

What's Working Now Interview Transcript

with Darin Spindler and Alex Branning

***Darin Spindler:** Hello everybody. It is Darinn Spindler and I am here today with the June 2020 What's Working Now Gold Call, a telephone interview. And actually it's not just telephone. So this may come to you, in your member portal as a video as well, but you're probably receiving this as a CD that you could play, obviously in your car or in your office or wherever you do access that, or maybe in our app, if you haven't downloaded that you certainly do that.*

It's a great way to access all your information quickly and easily. So today we're gonna be here with Alex Branning. So Alex is a member of Magnetic Marketing. He also helps insurance agents generate leads. So we're going to talk about that, how he does that, but before we get started, I want to share with everyone a couple of important things coming up.

We have the Magnetic Marketing Fast Implementation Bootcamp. That's going to be July 30th and 31st. It's actually going to be in Tempe, Arizona. And this will be a special event because it's going to be the first live event that we're going to put on, actually in-person. It's going to continue in-person since the Coronavirus situation.

So this will be our first event since then in person. And we're also going to do this virtually. So if you can't travel to Tempe or if you still feel uncomfortable traveling, or if you're out of the country, you can't get out of your country and into our country, we are going to do this virtual and in June, you may still be able to join the June one, depending on timing of when you received this.

But June is going to be our first virtual Magnetic Marketing Fast Implementation Bootcamp. And we actually have more people registered already in 10 days for the Virtual Bootcamp, as we have had over the past year for any one of our individual in-person Bootcamps. So it's super exciting. And about 35% of the people attending are from outside the U S which is very exciting, but it's also an instructional, I think point we pivoted, which is like, kind of like the buzzword of right now, I guess, but I think it's an opportunity for all of us to learn from it. Doing more of these virtual events, figuring out how to do them well. And we're continuing to invest in adapting every single day to make our virtual experience better.

And, this will get you after our Recession Rebound Post-Pandemic day with Dan and after our Wealth Attraction Seminar. But during that event, we're actually testing out a brand new piece of software that'll allow for essentially a cocktail party to happen virtually. For lunch, dinner, and then breakfast.

And it's a way for our members and attendees to engage with each other, even though they aren't going to be able to be in the same room with each other, for that event.

So if you're interested in Fast Implementation Bootcamp, go to NoBSInnerCircle.com, go to events, sign up for that. And you can sign up for either virtual or in-person. If you're close to Tempe, if you're in Arizona, if you're in California, Nevada, we would love to see you there. Also if you're not a Diamond member yet, certainly you want to upgrade to Diamond.

If you're unaware, Dan is actually now doing Master Classes. He and I just recorded in early May for Master Classes for the upcoming months. We just released the May one, the fourth Thursday of May. So just a week ago, from the time we're recording this and that is one's all thinking about your business in a much more creative way to solve big problems, both cashflow and marketing.

The next one we have coming up is all about Creating Your Irresistible Offer. And we have some really great topics that Dan and I are spending time on, in some cases up to 90 minutes, one of the Master Classes. Me and him all on one singular topic. So if you upgrade to Diamond, you're going to get access to the new Dan Kennedy Master Classes, which is something that's very cool.

You can upgrade MagneticMarketing.com/Dan, or you can reach out to our team at the office. Also, if you haven't subscribed to BusinessAdvantage TV yet you surely should do that. We now have over 200 hours of the best Magnetic Marketing content sales education advice.

Dan Kennedy, obviously we have a lot of him, but we've got people like Joe Polish, Russell Brunson, Brendan Buchard, Andrew Locke, Barbara Corcoran, and dozens of other experts. Many of these have come from our seminars that we put on at the SuperConference and Growth Summit. Some of them are Dan-only events that he had done, but we also are right now in the process of doing our very first pilots of original content, which is going to be super cool. It's going to be essentially Diners, Drive-Ins, and Dives for Entrepreneurs, but we're going to be going in and interviewing and going behind the scenes of some very successful entrepreneurs and looking inside under the hood of some unique businesses who really have great culture, they implement Magnetic Marketing and some of them, in other cases, they are just really solid, cool businesses.

And we're excited to really create some of our own original content. So that will be coming soon as well. And the last thing before we get on with Alex is our podcast. We have created a brand new Magnetic Marketing podcast, and you can get that at MagneticMarketing.com/podcast. And what's gonna be unique about our podcasts. It's going to be members and users of Magnetic Marketing rather than teachers of Magnetic Marketing. And some of them are teachers because they have a coaching business. But really what we're looking to do is provide you with examples of business owners, just like you and entrepreneurs, just like you, rather than gurus, who are primarily, teachers are making their money selling information.

And what we're really trying to do is a highlight and showcase more of our successful students. And not just bring you more teachers. And we believe in having some of our teachers inside of the membership organization with our Diamond calls, our Gold calls are what's working that's a more appropriate place for it.

So if you have a recent success story to share with us, send that to darin@magneticmarketing.com. We'd love to hear your story. And if it's one that we believe we should share with our members through the podcast, I'll send that over to Joe, who is our host. And Joe will set time up with you.

So with that, Alex, welcome to what's working June, 2020

Alex Branning: Hey Darin, and I am so excited to be here, man. Thank you. Thank you.

Darin Spindler: *So Alex, before we get started, one of the things, since I'm hosting these calls now that I would like to do is kind of get your backstory on how you found Dan Kennedy, Magnetic Marketing, because I think it's just as fascinating and your kind of path to Dan is very similar.*

And I think there's a great lesson in it for everybody as well.

Alex Branning: Absolutely. I hired a business coach named Eric Lofholm, and one of the books that he encouraged me to read was The Ultimate Sales Letter by Dan Kennedy. And it just blew me away. At the end of it, I was like, wow, that book was great.

Thanks for recommending it. And he said, yeah, I recommend all books by Dan Kennedy. And so I went on a book buying binge and on one of the books and the very back was the offer for the free gifts, which led me to signing up for the Magnetic Marketing monthly newsletter. And I've been a member now for years.

So it started with the book recommendation. And then I just binged and now I have a bunch of programs. I got binders full of his material and swipe files and all that. So I am now indoctrinated in the Dan Kennedy world and it started with that one book.

Darin Spindler: *Yeah. So I think that's an important point, many people think they can get away with an ebook. They think they can get away with just a quick checklist, but Dan's a big proponent, as everybody knows of books. I mean, he's probably got 30 plus of them in publication at this point, maybe 40 plus. And certainly one of the things that Dan will tell you when you're with him is that his most valuable, longest tenured members all come from people who have read a book initially.*

So the source is they're much more valuable when they come to him through a book than they are from anywhere else. So, just an interesting thing. And the other interesting thing is the free offer at the back of the book, which again, you gotta think if you're going to do a book think strategically about it.

So certainly you can't just write a book to write a book. You've got to think about all the case studies, all the testimonials and the offer that you put in the book as well. So thank you for sharing that. Alex, you also said you at that time dove into, I think some training with Russell Brunson, who obviously is a long time member of Planet Dan as well.

Alex Branning: Absolutely man, I was introduced to ClickFunnels a few years ago. I was using another competing product at the time. And one of my employees tapped me on the shoulder and said, man, you have got to check out this Russell Brunson guy. And I kind of brushed him off, like, yeah, okay, later. And then, he kind of tricked me into watching one of Russell's Funnel Hacks webinars, which is a few years old.

And I was like, wow, this guy really knows this stuff. I dove in, I'm a huge ClickFunnels guy. Now I'm one of the top affiliates that they have. I just, I love Russell and what he brings what he teaches, I can see a lot of the similarities between Russell and Dan, and how they teach and communicate. So yeah, you know, Russell Brunson really uses a lot of the Magnetic Marketing and he gives credit to Dan pretty often. I was just listening to a recent podcast episode of Russell's where again, he mentioned Dan's influence.

So, I love learning from Russell and I love learning from the guy that taught Russell.

Darin Spindler: *Yeah, well, it's interesting as like, I myself have a fairly large online business and people that I call these online marketers and they have fallen off the tree of the old guy with the fax machine.*

And I have my stack of faxes to Dan over here. And that's the only way you can communicate. But Dan has great knowledge of how new media works as well as how you integrate it with old media. So Alex, why don't we talk a little bit about, first off, how do you use Magnetic Marketing to help your clients?

Because you do a lot of work in the insurance business and why don't we talk about how you help them create more new clients in their insurance business?

Alex Branning: Absolutely. I am famous for what I call my giveaway funnel system in the insurance space. And what we do is we put out an irresistible offer to the ideal demographic for my insurance agents.

So for example, if we're working with someone who's a Medicare agent, we put out an irresistible offer, which is the opportunity to win a gift card. We start the conversation with incentivized marketing. Their ideal prospect sees the ad, goes to the funnel and enters in their contact information. After they enter their contact info, they go through a quick survey so that the insurance agent knows exactly where they're at in the Medicare journey.

And at the very end of the giveaway funnel, there's an opportunity to sign up for a call. Now, most people don't sign up for a call right away. Which is where a lot of the Magnetic Marketing principles come into place. As soon as they go to the funnel, we pixel them, we use the Facebook pixel so that we can retarget all those people, a short video from my insurance agent, the client follows them around.

Darin Spindler: *Can I pause you for just a second?*

Alex Branning: Absolutely. Go ahead. I was running down the train track there.

Darin Spindler: *So, well, this is an important point. So many people don't understand what the pixel is. Can you just kind of in layman's terms, kind of like queueing up for people who might not quite understand it because it can be a little bit confusing, although it's not overly confusing if you know what you're talking about.*

Alex Branning: Absolutely the Facebook pixel is like when you walk into a store and they put a yellow sticker on you and now, every time you pass by say a TV screen, if that TV screen recognizes the yellow sticker, it changes the commercial to show the commercial for the store you walked into instead of regularly scheduled programming.

That's the best way to describe how you can follow people around using the Facebook pixel. So for example, when you visit my website, you're going to get a pixel. And now I'm going to show my ads to you on Facebook, Instagram, Google, YouTube, et cetera, because I have now pixelated you as one of my audiences.

Darin Spindler: *So this is a key point. You can build audiences based off of people who do certain things on your website. In your case, if they got to a certain number of pages, I'm sure you're doing different things to those people.*

Alex Branning: Yup, absolutely. So if they go to different websites of mine, then they'll see different ads based on what I am trying to interpret them looking for.

For example, if they just go to my website, they're going to get a host of different free offers. If they go to a page of a specific program, they'll be followed with some testimonials and more information for that program. Based on again, me trying to use that data to deduce what they were looking for and what's keeping them from making the next decision in the buying journey, whether it's setting up a call with me or buying a product.

Darin Spindler: *For people who don't understand this, one thing that I guess you can relate it to is if you've used a CRM, essentially, it's like you're putting a tag or putting them in a certain list. They visited your website, then if they went to your website and they requested a free widget, then if they requested the free widget and bought the product or service, you're trying to sell them, you can create audiences or buckets based upon the actions they took on your website.*

And this is an area that I think most business owners aren't using Facebook properly. And I just wanted to, like before we ran right past that, one of the things that we're working towards here at Magnetic Marketing is a much more robust digital training platform and understanding for our members.

Because it's something they've been asking for and it's an area that we have traditionally been weakened. So I just wanted to kind of share that because this is really one of the most powerful pieces of Facebook, correct?

Alex Branning: Absolutely. Yes. And one of the cool things is that with some of the recent Facebook updates, they don't need to visit your website to be pixelated. It's one of your audience members. They can even do something like, engage with a post, whether it's like or comment on a post. And you can put them in a Facebook audience or watch a video that you post on Facebook, and now you can add them to an audience and then you can retarget them. So Facebook has given us as advertisers, a lot more options.

And so it's my job as the marketer to help you leverage all of these tools that Facebook is giving you so that you can grow your business.

Darin Spindler: *So you have a funnel. You engage these folks for a gift certificate and then to a survey, and then you use Facebook pixels to chase them around, along with I'm assuming emails.*

Alex Branning: And text messages. Yep. Emails and text messages. So by the time this is launched, our software will be live, but if they answer a survey question the right way, and during business hours, we'll actually do a hot transfer so that you speak to the prospect right away.

That way there's no time delay. It's a very exciting upgrade to the process. We're using Magnetic Marketing, you talked about how you and Dan are creating a training for irresistible offers. It's difficult to create an irresistible offer for insurance.

Insurance is not sexy and people usually don't go looking for it. So we have to start the conversation a different way. And the most successful way that we found to start a conversation is to do a fun gift card raffle or give away tickets to an event. It's all about finding the ideal prospect demographic and then targeting them using an irresistible offer and starting the conversation, and then staying in the conversation.

Darin Spindler: *If somebody, opts-in, because I'm sure that you're dealing with this, just for the free giveaway, you're probably dealing with a lot of sifting of sorting of people who just wanted to win something rather than, actually be a customer, a client of the insurance company. How do you go about sifting and sorting them?*

Alex Branning: It's a lot. I mean, the survey helps also, anytime you do marketing, whether it's a Facebook or otherwise, no matter what type of ad you're using, you're going to get people who fill out a

form. And then they don't answer the phone or they stop, responding to your messages. There's always going to be what we refer to as junk leads.

You do get more people who are going for the giveaway using this incentivized marketing, but you also have a way higher volume of opportunities for profitable conversation.

Darin Spindler: *That's great. So, Alex, if I'm the local insurance agent, do I have to do anything or are you doing all this for the insurance agent?*

Alex Branning: Oh, we do it all. We walk them through a couple short forms, to help us build a funnel for them. We write the email sequence for them that we've found to get people to hop on the phone call. We write the text messages for them. Obviously everything is reviewed and approved by the insurance agent, and now we'll have the hot transfer.

So we'll say, what number do we call when somebody says, yes, I want to quote.

Darin Spindler: *When somebody wants a quote, the insurance agent then gets on the phone with them, or they're emailing them. What are the steps that the insurance agent has to accomplish in order for you to have a successful outcome, both for you and them and also for the consumer.*

Alex Branning: Yeah. I mean, for the consumer, it's a relatively simple win-win right. For the consumer, if they win the gift card. Great. If they don't that's okay. Now they've met a local insurance agent who can help them. No, they just kind of shrug it off. It's important that the insurance agent actually give away the gift card for the integrity of the contest and for their own brand. We walk them through that process.

For the agent. It's gotta be a great ROI. And that depends on the type of insurance, right? I mean, my costs are very minimal. Usually one or two policies gives them the return on their investment. I just spoke with an insurance agent yesterday.

He started the conversation talking about life insurance, and then it turned into a 401k rollover, which was a massive commission for him. Auto insurance is huge. I mean, everybody wants the opportunity to win a gift card. It's up then to the insurance agent to earn the opportunity to win their business, by just being nice and friendly.

We have phone scripts that help out with all that, but it's all about just putting you in a position to earn their business.

Darin Spindler: *What Alex, have you taken in and included any direct mail steps yet into, into your sequence?*

Alex Branning: We have some agents specifically in the final expense space where they ask for the address to be entered in. Then, we use a service called Banner Season. We can actually trigger postcards

and other direct mail being sent as soon as they enter it, which is really exciting and a great additional step. It's all about being able to show up in front of your ideal target on the phone, via text messaging, and an email retargeting them on Facebook and Instagram. And even in their mailbox. So we're building the list of people who fit your ideal demographic.

Darin Spindler: *One of the things, obviously with Magnetic Marketing, we are in the midst of a brand new funnel. We're about two weeks into it and it's doing wonderful, but one of the steps in there, because many of the leads are coming in from an online source at this point is can we mail this to you?*

And basically it's not a free report. It's a 26 page guide from Dan all about recession rescue. And if they click the button, it gets mailed to them. But in addition to that, what we're mailing them is also the sales letter for the upcoming Bootcamp, because that's our new point of entry for all new leads and members.

Well, they're not members at that point, but our new entry point is going to be for them to go to a bootcamp before they become a member. So that they are aware of what Magnetic Marketing is, what the No B.S. Community is about rather than bringing people into the community, just through a membership.

And if they don't know what this place is, it's a little confusing for them. So I think it's very important for all of us to think about. And towards the end of the year, we're actually going to be creating a seminar all about online, to offline, to back online. Because this is a huge point.

And I think anyone who is only investing online is making enormous mistakes. I'm happy to hear that you are using some levels of direct mail with this as well.

Alex Branning: That's what it's all about, man. The giveaway funnels just one way that we help. It's awesome. I'm like you, man, I'm a huge believer in taking what we were doing offline and bringing them online. One of the ways that a lot of retirement planners grew their business was lunch and learn. And as the lockdown happened and they had to restrict people coming into the office, our phones started ringing off the hook.

Webinars and live meetings, like what you're doing, the virtual Bootcamp, retirement planners that insurance agents can do similar things. By using Zoom and other tools that we're familiar with to get the message out to their clients. I think as people go online, insurance agents are now able to not only become the neighborhood insurance agent, but they can expand their business statewide.

And in some cases, even farther by utilizing some of these online tools that you guys at Magnetic Marketing and myself are using to grow our businesses on a nationwide level. So it's exciting to see, I think we're going to see a very different insurance market in the next three to five years.

I think the Coronavirus has accelerated a lot of shifts and changes that the insurance market was resisting a little bit. We're going to see a lot more million dollar insurance agents coming in the next

three years than we did before. As these insurance agents and brokers and retirement planners start taking advantage of some of these online tools.

Darin Spindler: *So what are some of the other tools that you are using besides Facebook to drive traffic, to your offers, to get folks to opt in for the giveaway and or do you have a secondary piece of bait that you're using beyond just the giveaway?*

Alex Branning: Yeah, I encourage, for my insurance agent clients, I encourage them to follow the Magnetic Marketing model of putting out content that it tracks their target audience.

And so, I help them create video content that is going to attract them that we use on YouTube and Facebook. We have worksheets and other things that attract target clients, again with insurance and retirement planning, most people don't think about it. So you have to come at them with a creative hook.

The giveaway is one of them, but asking probing questions that gets them to think has been huge. With the Coronavirus again, we're living in it. So it's still very fresh. I know a lot of health insurance agents that doubled or tripled their book of business because they were able to ask questions.

Does your health insurance coverage cover coronavirus, free review. And they were able to get a lot of people on the phone, to do a free policy review and then get them switched over to their health insurance plans, life insurance, the same thing even made the news. I don't know if you saw, but the Business Insider, but there was an article that showed that more people than ever during the Coronavirus lockdown were signing up for life insurance because they realized that if something were to happen, they weren't covered.

And so we saw a huge growth in the insurance space. I helped my agents, set up funnels that ask questions that get them to think, and then set them up for an appointment so that they can review the policy and just show them what other options there are. So, it's like I said, it's a really exciting time right now, in the insurance space and coronavirus or not, we're going to see a huge shift into more online sales with insurance.

Darin Spindler: *So Alex, if I were the local automotive repair shop or I'm the local hair salon, how would I go about using the giveaway funnel in a way to attract more people to my auto repair shop or my salon or my restaurant.*

Alex Branning: Yeah, a great question. So for the salon, I would recommend giving away a free service that you provide and then maybe tag teaming with the local florist or something similar, and maybe you're giving away a pampering day, you're getting a bouquet or a massage hand, something from the salon.

The cool thing about if you're providing a service like that, every single person that enters in to try to win the free one is raising their hand and saying, I'm interested in this service, which means that you are

building your list of potential buyers. Because they've raised their hand and say they want to come into the salon.

For an auto repair, it's all about awareness. People are not looking for auto repair. It's something that they only go to when they need it. So it's all about staying in the conversation and making sure that you're able to send out emails and direct mail regularly to stay top of mind and the giveaway funnel is a fun way to build your list.

And so you can run a giveaway giving away a gift card to a local restaurant and asking them in the survey questions, is your car making any funny noises, et cetera, and then offering to have them come in for a free inspection. For an auto repair shop, their biggest goal is being able to bring the car and wheel it up so that they can look and see what's going on and try to find and address any issues before they become problems.

So, the giveaway funnel works well across multiple industries. We've just personally been focusing on the insurance space, at The Branning Group, since it's been such an area of growth for us, but the giveaway funnel concept works across many different industries.

Darin Spindler: *Yeah, for sure. So as many people know, you know, I'm the bowling guy to some degree here at, No B.S. And Magnetic Marketing and we've given away two free games of bowling every day, all summer to now over 30 million families.*

And certainly the purpose of Kids Bowl Free was never to just give away free bowling. The purpose was to build a list that we now have birthdays of 30 million children to have 20 million families that we can communicate with to drive them in, to have a birthday party, a fundraiser, join a league.

All of the different things that bowling centers do. And all of this comes down to having a relevant quality bait, which is the basic premise of Magnetic Marketing and to build a list so that you can then follow up with multi-step multimedia campaigns, which is essentially what we're talking about here with Alex today.

So Alex, anything else to share with, how you're using this to attract folks for your insurance clients? Because otherwise I'd like to transition to how you're using Magnetic Marketing to attract clients to your business.

Alex Branning: No, I think I've gone over everything that we use for our insurance agents. So we can talk about how I'm using it personally.

Darin Spindler: *Awesome. So, your business is similar to what we do for bowling centers. So we have to market to get bowling centers, to trust us and to trust us with their marketing. And then we have to market to families to get them to come into the bowling center.*

We have marketing on both sides. So we've got consumer facing and we have business to business facing marketing. Why don't you share with us, maybe some of the differences, what are you using as bait to get people to come to you, to be the number one expert in the giveaway space for insurance agents to generate leads.

And then how do you continue to communicate with them to turn them into clients then.

Alex Branning: Yeah. So we are, we rely a lot on Facebook ads, YouTube ads, and then a lot of info product sales. And so I have found that a lot of our best clients come from people who buy my book, *The Insurance Super Agent*, they go to the end and they have an opportunity for a free marketing strategy session. So that continues to drive a lot of traffic.

We do a lot of videos where we share client testimonials. We ask questions like for example, Facebook ads, the cost went down dramatically, which means that the cost for these lead aggregates went down dramatically as well.

And so we ask questions, now did your leads drop by 50%, the cost from your lead aggregate. If not, they're pocketing all that profit. As people left the ad marketplace, those kinds of questions. Get people to reach out to us, watch our videos, and then learn more about the different ways that we can serve it, support them. Many insurance agents want to do their own marketing, but they've been burned.

And so I also use a lot of trust-based marketing, Dan's book, the *No B.S. Trust-Based Marketing*, I feel like I botched the name, but you know, the book I'm talking about.

Darin Spindler: *Matt Zagula. It's Dan and Matt, but Dan, we're going to have, well, by the time this is done, Matt will be one of our presenters at the Wealth Attraction Seminar. And him and Dan are talking essentially about trust as part of a part of that as well.*

Alex Branning: Awesome. Yeah, that book really made me evaluate how I'm presenting myself. Because as a group, insurance agents are very skeptical of marketers because what works for the local auto repair shop does not work for insurance.

And so a lot of them have gotten burned. So I had to show, hey, my stuff works and here's how I can prove to you that it works, so that they'll take the time to hop on a call with me. So we use a lot of trust based marketing. Info products have been great because once they buy something from us, then they're able to see, wow, Alex, over-delivered on the informational products that he has. And so, they feel a little more confident in hopping on a call with me to learn about the done for you stuff that I do.

Darin Spindler: *Alex. So you ship them a copy of your book?*

Alex Branning: It's an ebook right now. So we have an ebook with a whole bunch of bonuses.

Darin Spindler: *Okay. So how many of the people, once you get them on the phone have read the ebook and how many of them do you think, use that to move it along as part of the trust based marketing?*

Alex Branning: Well, I can see how many of them actually go through the book. It's roughly 60% of them get through the book about halfway. We encourage them to set up a call as soon as they finish buying it. And so usually that call happens within about 72 hours, and typically by the time we've talked to them, they have read a good chunk of the book.

And so my book is separated into marketing strategies and then how to use platforms as an insurance agent. Many of them have read the marketing strategies portion because they know that that's what we're going to be going over on the call. So I actually have a really, really good retainer with these guys as they get the book and read it.

A lot of them read it, which is great. So it helps us when we hop on the call, it helps us establish what we're going to talk about. And oftentimes they'll have questions about specific things. I go over in the book.

Darin Spindler: *So they request the book, then you get them on a call. What does a typical telephone call look like for you? And then what happens if they request the book and they haven't booked the call yet.*

Alex Branning: Yeah. So if they haven't booked a call, we use retargeting both in email texting. I have somebody from my team, give them a call and they get mail from us, three times within the 30 day period to encourage them to hop on a call.

So we follow them around and send them more value, more content, more testimonials. For the people that do hop on a call, I start just by listening. I just want to hear where they're at, where they're struggling. Then I ask them, you read the book, what questions do you have? And we're able to kind of walk through it.

And then inevitably the conversation turns to the giveaway funnel. Because that's what I'm known for. And I start answering their questions and show them how the giveaway funnel would work specifically for their business.

Darin Spindler: *So inside of insurance, there's a number of different verticals of insurance. Do you specialize in one, one type of insurance or do you go across multiple verticals?*

Alex Branning: Yeah, we went across multiple verticals in the past 30 days. We've launched around 200 different done for you campaigns. That's a typical month. So we do a lot of health life, retirement planning. You have your annuities and your IUL. So, if it's an insurance product, we have helped our agents sell it.

Even as far as pet insurance, travel insurance, all that. So, most of our clients are in the life insurance and retirement planning space. Then our second, most would be in the PNC, whether it's auto and home.

Darin Spindler: *So with your book right now, you currently have one version of it?*

Alex Branning: Yeah. We talk about one version inside of it. I give multiple examples of how different insurance products can be sold using the marketing strategies that we discuss.

Darin Spindler: *Yeah. At some point you may want to break that out. I know that some of our members that are kind of in your shoes have, like, I can think of Ben Glass. He's got with his law firm. He's got many different little books that are very specific to a few different little niches of who he's trying to attract, which may be helpful.*

Alex Branning: Yeah. Thank you.

Darin Spindler: *Yeah, no worries. So, Alex, what do you think is the number one challenge for many of the small business owners/entrepreneurs that would like to launch a giveaway or a challenge, a funnel and what's holding them back?*

Alex Branning: A lot of from what I hear, number one is they want to make sure that they have all of the marketing pieces in place because a giveaway funnel without a survey without retargeting, you're gonna fill your database up, but you're not going to get as much profit from it.

The other thing that I hear a lot of is Alex, I'm worried about the quality of lead and so one of the biggest challenges is being able to sift through. I mean, with the giveaway funnel, you're going to have people flying into your pipeline every single day. And so being able to set aside the time to just hop on a quick phone call, introduce yourself and see how you can serve them.

You'll have to set aside the time for it. And if you have a fear of hopping on a call and talking to a stranger that doesn't know you, then that's going to hold you back. But for us, we've got phone scripts and role play videos that help our clients through it.

But that's one of the biggest things is it's a lot of fear. Fear of not having everything dialed in to begin with, or the fear of talking to strangers every day.

Darin Spindler: *What about the effectiveness of getting on the phone with folks? I know it seems like an odd situation today. Because many people do not want to get on the phone. It seems like people shy away from it. What would you tell people about, the effectiveness of getting on the phone and actually having human to human conversation?*

Alex Branning: It's a game changer, especially in the, insurance space, and you have a great opportunity when you're running an incentivize marketing campaign like this, because all you call and

say something like, Hey, you know, my name is Darin and I'm calling about the \$100 Outback gift card giveaway.

I just want to make sure that this number is valid so that, if we pick you as the winner on June 30th, we're able to get in touch with you and get that gift card over to you. They go, oh yeah, it's me. Thank you so much. You're like, hey, no problem. And then that's the end of the first call then the next time you call, they recognize your number.

And so now they're a little excited to hear from you and you have an opportunity to ask them questions about the insurance product you have.

Darin Spindler: *That's great. What about, texting? So you have texting and are involved in your funnels. What is your take on mass push texts out over versus more customized, personalized, one off replies that you can do that still can be automated, but look significantly more personalized?*

Alex Branning: We encourage people to send personalized texts that have the first name of the prospect that they're reaching out to with a specific reason for reaching out. So for example, it would be, Hey, Darin, you just entered into my a hundred dollars Outback gift card giveaway. I'll be picking the winner on June 30th. Good luck.

Just having your name in the text message that goes out is great. And then when you follow up with them, if they reply now you're in a conversation, you know, and they say, thank you, and now you can reply a few days later and say, by the way, Darin, we're, donating \$10 to the local food bank for every single auto insurance quote that we run. Could you help me help the community? What type of car do you have?

Darin Spindler: *That's great. So it's a back and forth dialogue rather than a constant, here's my special for the day. Here's my offer.*

Alex Branning: Exactly. And we have it all inside of the CRM. So it's housed in there. You can text an email straight from the CRM.

Darin Spindler: *Yeah. Well, one of the things that I see with people that are using texting, I think it's done poorly by 99% of marketers who are using it because it's all push and there's no questions. So as an example, one of the steps that we're going to build into the Magnetic Marketing funnel is, Hey Alex, I see you requested the recession rescue report, did you receive it? And if they say yes, awesome. I hope you log in and you enjoyed the seminar. If they say no, it's like, hey, where are you having trouble accessing it? Did you not get it? Blah, blah, blah.*

So it gets now into one, a different mode of communication, different media, but it's a different tone of conversation rather than, hey, buy this thing that we want you to buy.

Alex Branning: Absolutely.

Darin Spindler: *Start early on with questions going back and forth. Like you said, now your phone number comes up and they recognize, Oh, this is Darin. Or this is Vito from Magnetic Marketing. And they can have a conversation rather than you know, I opt into a lot of things just to see what people are doing.*

And I know twice a day, I'm going to get a fundraising email from both of the political parties, love them or hate them. Politicians are the best, they got a lot of great copywriting. They are not shy about asking for money, but it's all push. If they had a little more personalized, like, Hey, I sent you this letter, did you get it? It gives you a chance to say yes or no, rather than just ignore.

Alex Branning: Absolutely. We do a lot of pull text messages, for our own internal marketing as well. So, yeah, I love it. It's a great, great note.

Darin Spindler: *Yeah. So Alex, the other thing that you guys do is you set a lot of appointments for people for consultations.*

How hard do you have to work? Once somebody becomes a lead to get them to actually show up for their consultation. And what happens if they don't?

Alex Branning: Yeah. Good question. So, we get about a 50% show up rate for our consultations. We set about 70 appointments a day internally, if they don't follow up, then, typically the first step is the person that's scheduled with the consultation will text them and make sure they're still available. A lot of times, a quick text from the same number. It gets them on the phone. After that, if we missed a call, we send them an email, encouraging them to reschedule. If they do not reschedule after three days, then we send them a presentation, just a video presentation of the giveaway funnel.

If that's the product that they scheduled the consultation for, that way they have a chance to just watch a video. And at the end of the video, they have a chance to hire us. So we have a seven day follow up sequence for people who schedule the appointment, but don't show.

Darin Spindler: *That's great, Alex, before we run out of time today, what are maybe one or two projects that you're working on right now that you think are going to be important for your business to move it forward over the next six to 12 months?*

Alex Branning: Yeah, I think, well, first of all, the CRM has been a labor of love that we're launching out. So it'll be live by the time this ends up in people's mailboxes. We're super excited about that. That's addressing a lot of pain points for our clients, with the hot transfer to the leads and the ability to text an email directly from a single interface.

So we're very excited about getting that out the door. The other thing that we're going to be launching is a mastermind. We're actually going to be doing a mastermind, which is going to help me, and help the

clients. it's going to be specific for retirement planners and then we'll have another one specifically for insurance agents.

And that's going to help me learn, from my agents, what is and isn't working on a much more intimate level than just the feedback that I get when I call them directly and see how the campaigns are going, being in a room with someone for eight hours a day in a small environment. And hearing what these guys are doing to make a million dollars a year.

Not only will help the other agents in the room, but it's also going to give me some really critical insight that I'll be able to then implement for other agents as well. My goal is I want to help make more insurance agent millionaires over the next three years, than what has been created over the past 30.

So I need to see what other people are using so that I can implement that for my clients. I'm very excited to have the masterminds and the new CRM software that we're having. Now, both of them are going to be huge game changers, I think in the space.

Darin Spindler: *Well, it's one of the sayings, especially for those of us who are thought leaders and mentors and gurus is, the teacher always learns more than the student. And as I have thrust myself into, you know, partnering with Adam to make dramatic improvements to what's been happening at Magnetic Marketing, I've been thrust back into, I got the newsletter every month. I read it. I don't even know how many CDs cause I've been a member for 15 plus years and uninterrupted never dropped.*

So I have plenty of Dan stuff here, but as we've launched products like BusinessAdvantage TV, as we've launched things like the Renegade Millionaire Virtual mastermind program and we have launched other things. It forces you to be more current, more relevant. You have to go through more stuff.

And the amount of things that I am going through and the speed at which I am going through things, even then I had six months ago is dramatically improved, which has made me sharper. And I think if, even if you talk to Dan, he would say the same thing. One of the reasons that Dan is a speed reader and one of the reasons he goes through so many trade journals and all the other things is because he needs to be the teacher and has to learn more than the student and as he was teaching it, he was learning more.

And I think one of the beautiful things about running your own mastermind is, it forces you to be the teacher and to learn more. And one of the things that Dan obviously, we all know he was very sick and almost passed as I was talking with him in May. One of the things that is holding him back right now is just his frustration because he needs to read with a magnifying glass, is the amount of things he can read and take in is not near what he is used to being able to read and take in. And he's just like, the frustrating part is the amount of input I can take, which is just the amount of information he could take in is significantly less than he is accustomed to.

Alex. Before we go, do you have a book or two that you're reading right now that you'd like to share with people and now, or one that you've read over the last six to 12 months, it's been very impactful for you?

Alex Branning: Yeah. The one that I'm reading right now is, we mentioned them earlier. Russell Brunson's Traffic Secrets. The one that I just finished, I filled with notes and I have an entire notebook over here full notes, is Almost Alchemy by my Dan Kennedy.

If you have not read Almost Alchemy, that is a must read in my opinion, probably one of Dan's best books when it comes to business owners and helping to maximize the profit, you're getting just a phenomenal read. So, yeah, those two.

Darin Spindler: *If I were to be an insurance agent, how would I find your information? How could I reach out to you?*

Alex Branning: Yeah. AlexBranning.com or GiveawayFunnel.com. We've been talking a lot about the giveaway funnel, so you can go directly to the site if you like, but AlexBranning.com or GiveawayFunnel.com.

Darin Spindler: *Alex, thank you so much for your time today. Members certainly take a look at, if you're an insurance agent possibly reach out to Alex, have a conversation about how he might be able to help you out. But what I would further challenge you is how can you implement this into your business, no matter what type of business you do have.*

So obviously we have our restaurant business. This is actually something we had been looking at doing. We have an upcoming membership program we're about to build membership into our restaurant. So this certainly has application there, but if you put together a giveaway funnel of your own and you would like to share it with us, we would love to highlight and show a successful campaign in the very near future.

So one of the things that Adam and I also want to do is challenge you more and push you to implement more and to also share your success stories more so we can share those with our members. And we believe that rising tides lift all boats. And, by you sharing your successful campaign, your successful system, it will help another member in our community. And we surely would love to have you share your success story with us. Again, if you want to join us for the Magnetic Marketing Fast Implementation Bootcamp, it's July 30 and 31st. There'll be in Tempe, Arizona, but there'll be a virtual option as well. You can sign up for that and NoBSInnerCircle.com.

Also, if you want more access to Dan in the masterclasses, go to MagneticMarketing.com/Dan. Sign up to become a Diamond member or upgrade to become a dDiamond member. And then if you haven't had a chance yet to check Business Advantage TV, like I said before, go over to BusinessAdvantageTV.com.

It's 29.99 a month. It streams to your favorite OTT service so you can watch it easily on Apple TV, Roku, Chromecast, Android, your iOS device. This morning, I was watching it on my phone and then then I logged in on my iPhone or on my Apple TV. Because we had to get ready for this weekend.

We've got some, new sessions that'll be launched in there, but check that out. And then also the new Magnetic Marketing podcast is at MagneticMarketing.com/podcast. Alex, before we go, any closing words today?

Alex Branning: Yes, I would say, my encouragement to people is doing an imp

erfect launch is better than not doing anything at all. Way too many people that I talked to, just simply sit on their hands without taking action and their business does not grow. So if you need help implementing, go to the Fast Implementation Bootcamp, it'll get you off your butt and actually take action. Find accountability partners, find a coach to help you through it, but take action. Your business will grow because of the action you take.

Darin Spindler: *Five on the road is better than a 10 in the garage. So take action and implement Alex. Thanks so much. You have a great day. Appreciate your time today.*

Alex Branning: Thank you, Darin.



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