

# ONE-ON-ONE

WITH NICK NANTON

featuring **Michael Cage**



*In this edition of one-on-one with Nick Nanton, you'll meet Michael Cage, an entrepreneur who has spent the better part of a decade mastering what it takes to produce real business growth through results-driven marketing. For Michael, it's all about "business as art, entrepreneurs as artists, and work that makes a difference." Today, he is known as the expert on "presentations that sell" – using teleseminar and webinar marketing, and this is what is going to share with us.*

**Nick:** Michael, I'm excited to pick your brain here. My agenda today is to help people learn. We help a lot of people build their personality-driven brands, but what I want to do now is help people understand how to monetize this. Before we start, can you share with us little bit about who you are and where you came from?

**Michael:** Sure. What really brings me here to this point goes back to when I was getting ready to launch a new business selling information. I asked my mentor, Dan Kennedy, "What's the quickest way to grow this business up to the million-dollar level?" And he told me, "The quickest way is to go on the road and speak." So, I did the first one, and within about 48 hours and making many, many mistakes I put a little more than \$27,000 in my bank account.

**Nick:** It all comes down to having your stars aligned correctly, but the bottom line is that you can sell anything by a webinar and teleseminar. The reasons to do webinars and teleseminars are the same reasons you want to do any sort of group selling, it allows you to save time, talk to more people at one

time and leverages your time. You can create an energy and a scarcity like that of traditional group selling much more than anything else.

**Michael:** Right. There are two other big advantages that I want to talk about. I have found that most experts have great bedside manner when face-to-face with clients. In other words, if you get people into the office, you can answer their questions and you can make them feel like they've made the right choice.

The problem is that too many professionals wait until you're in the office to demonstrate that asset. Think about it, if you're considering buying, especially higher-end services, a huge part of it is, "Do I trust this person?" If you look most websites it's, "Here's what I do. Here's where we are. Why don't you come in and see us?" This is a huge opportunity to grab people at the point where they're looking for a solution to reach out and say, "Hey, are you're looking for this? Why don't you hop over here on this webinar? We'll walk you through what you need to know, what the options are and then if you're ready to take the next step we'll set that up

for you too.” (By the way, this is part of the reason why I love the web work you do Nick, because your work does, and I love the way you do it.)

**Nick:** Thanks. It’s important to note that it’s so much less intimidating because, let’s be honest, the average prospect is a little nervous to call you. They’re not sure what they’re going to get or they’re unsure of themselves. So the webinar and teleseminar format is an amazing way to make people feel like they still can guard their senses while allowing you to warm them up without them having to make any moves.

**Michael:** Absolutely. That’s a great point, and it leads into what I would say is the second big thing -- people are silently begging to be led. We live in a world where there used to be four TV channels and now there are thousands. We can’t possibly become an expert in everything, so we go for the shortcut, and the shortcut is, “Who is the expert out there that I trust to have my best interest at heart?” That’s what teleseminars and webinars excel at, getting that across.

**Nick:** It’s the SEE formula. You have to let them to SEE the sincerity, expertise and excitement. Make them SEE it.

I am sure there are people thinking, “Man, this all sounds really exciting, but I have no clue where to start.” Let’s assume people know what they are going to sell, what’s the next step?

**Michael:** There are four basic things you have to get right to do a successful teleseminar or webinar. First, you have to get someone interested and engaged in what you have to say. Then you have to get them to actually raise their hand to register to attend so you can track who’s there and do follow-ups. Next we have the event itself. Finally, there’s a follow-up process.

One of the easiest ways to get people interested is to say, “Have you been wondering about... Well, there’s a brand new breakthrough procedure that we’re beginning to use. If you want to find out about it, we’re doing a free webinar.” It’s easy to get attention and people will engage in that way.

Then we take it to the second part of getting people to actually raise their hand and register for something. Basically we’re looking to be able to identify who says, “Yeah I’m really interested.” This way you have the ability to follow-up even if they never actually make it to the event.

Then we go to the third stage, which is actually delivering the thing itself. The big trick with the delivery piece is to amplify your positioning to really communicate that you’re a person who is worthy of trust, worthy of paying attention to and that you have some expertise that your prospects want.

When you deliver the teleseminar/webinar, you want to keep it simple to give everyone something they could take some notes on, take away and start sketching something out. The first part is the introduction. You also want to give them a reason to stay until the end because you will commonly save the sale until we the end. Part of this is teasing them about the great content you’re going to reveal, but other times we’ll give away notes or a transcript. It sounds silly, but it incentivizes and gets people to stay and hear you out, and that’s valuable.

Then we get into the body of the teleseminar or webinar. I’ll give you an example that just about everyone can use -- talk about what not to do. Regardless of the industry, there are accepted industry norms. More often than not those norms are really foolish. So you can pretty easily spend 10 minutes talking about the myths and misconceptions about your topic. Now your prospects are sitting there and they’re checking off the list, “Oh man, what a stupid decision we made. We got to fix that.”

They’re enjoying the information while you’re furthering your case because obviously you’re going to be presenting the correct solution to it all. Then you quickly transition out of content into the close, which, depending your business, might just be asking them to place a phone call to make an appointment or you might ask them to put up a credit card for a couple hundred or a couple thousand bucks.

**Nick:** That is excellent advice. You’ve done spectacularly well at laying out a way people can start tomorrow to implement the steps to do this because it’s not complex. It can be daunting if you’ve never done it before, but it’s doable. The coolest part is once you do it you have the blueprint to do it again. ●●●

*For more information about Michael Cage visit his personal blog at [www.entrepreneurslife.com](http://www.entrepreneurslife.com).*

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