EPISODE 23: HOW TO CREATE A SALES FUNNEL TO SELL YOUR ONLINE PRODUCT
with Garry Mclachlan

Marketing for Creatives Show
at IntNetworkPlus.com

Announcer:

Turn your hobby and freelance work into a profitable business! Make your marketing easier by applying the strategies of experienced entrepreneurs and have more time to do the work you love. You are listening to the Marketing for Creatives show with your host Marina Barayeva.

Marina Barayeva:

Hi everyone. This is Marina Barayeva. And welcome to another episode of Marketing for Creatives show. In this episode, we gonna talk about how to create a sales funnel to sell your online product.

Getting some extra income from selling digital stuff sounds great. They can be your online products or someone else's.

We will cover what to start with, how to target the right audience, where to get more traffic to your sales pages and how to convert those visitors to the clients.

Our special guest today is Garry Mclachlan.

Garry is a full-time father of 2 amazing kids and husband to his hero wife. In 2009 he left his stressful corporate job to focus on his family and generated a 6 figure income from home using internet marketing.

He teaches entrepreneurs how to generate traffic, capture leads and convert sales with his own infoproducts and courses.

He also creates Marketing Funnels for some of the biggest names in the Entrepreneurial Niche.

Marina Barayeva:

Hi, Garry. Welcome to the show. How are you today?

Garry Mclachlan:

I am doing well, thank you.

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Marina Barayeva:

Fantastic. Gary, tell us a little bit about yourself. You do so many things. How did you get to all of this?

Garry Mclachlan:

Thank you very much for asking and thank you very much for having me on this podcast.

I'm just one of those guys that went to school, got a good job and I was burning the candle with both ends. I was climbing up a corporate ladder, but as I told you earlier, I got married at about 34, 35 and we shortly had two kids after we got married and life certainly changes. And your perspective changes when all of a sudden, your job isn't the most important thing in the world, it's about the life that you're living.

I had a mentor, one of my mentors, John C. Maxwell, one of my favorite authors, and he says "People won't always remember what you say but they will remember how you made them feel." And I always said that I wanted to make my children feel loved and to be able to give them time.

I realized at this point in my life - because I actually was a victim of downsizing, corporate downsizing where they were slashing jobs in 2009. I got eliminated right when my son was three months old and my daughter was under two.

Most people when you've got a mortgage, you've got a wife and kids to support, this is devastating. For me, it allowed me to tap into some sort of inner resource, inner strength to be able to say, "Listen, life and the job market isn't always stable. Sometimes we have to be able to create the things that we need to make a recession proof income."

I started studying and looking at ways to build a living with the Internet. I started looking at things like eBay and merchandising and e-commerce and, I started building websites. I opened up a fitness wellness business and I got heavily involved in that because I grew up on a farm wanting to be a ninja and, one of my nicknames is "Farming Ninja".

My first website was creating my fitness website and it was to attract personal clients and I was using social media to build a business. And right then and there it dawned on me, "What work could I be doing once that could help me produce customers over and over again?" Because really, that's all I wanted to do, is do the things that I loved and then fit them into the time that was around my kids and my family.

It obviously had a lot of different challenges along the way. I had to stay late up at night and not watch television, sit on webinars, go through courses.

Over the last ten years, I have read over 3,000 books. I continue to believe that you work harder on yourself than you do on your business because it trickles outwards. It trickles out to:

- How well you mentor your children and how they are

- How it affects your relationships

- How it affects business partnerships

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- How transparent you are in the world

It was one of those roads. For the last ten years ago say, because I'm now in my mid-40s, and being a stay at home dad that whole time. Never had our children in daycare, always walked them to school, always went to bed with them, made sure that they were there, fed, and nurtured and loved.

It's something that we continue to do and I'm happy to say that I've got two of the best kids ever. It makes me want to be a better man and my business still continues to be successful because of that backing that I have that I want to provide for them but I don't want to rob them of time.

When I was in the corporate world 60, 70-hour work weeks weren't called for. When you're coming home and it's 8 o' clock and your child's already asleep and you have to leave at six in the morning and they're asleep, you're not really getting any quality time, even on the weekends when you're tired.

I think part of the new world entrepreneurs and the new rich are about creating time instead of trading time for money is to be able to do that and that's why I'm excited about today's topic.

Marina Barayeva:

That's a very good story. You've said so warm things about your family and your kids. Now we also want to have some more time with our families, and let's say we created the online course that we can sell and maybe we can automate somehow the process.

Let's start from the very beginning. Could you give us some ideas as the entrepreneurs, what online products can we sell?

Garry Mclachlan:

Okay. There are a lot of different things. I mean one of the things that happen is that if you go on and search "how to make money online", you're going to get tons and tons of things. And truthfully there are millions of different ways that you can generate an income.

I think it comes down to, as a person, what you want to be able to create, how much income you want to do. Because truthfully everything requires work but a few things that I started with was affiliate marketing.

Affiliate marketing is really the art of referring a product or service or software or whatever it is to somebody else and getting paid a commission. You don't have to create a product. You really just have to be able to learn the art of referring something to somebody else. And if you can get enough of these this can actually generate a very quiet passive stream of income.

And one of the ways that we do this - there are different techniques. You can't just go into an affiliate program and just slap something out there. There are usually campaigns that we build and we build little sales funnels that actually help to highlight what a product or what this affiliate product is, what it does, what benefit it does and we target an audience.

We can add bonuses and things like that and people that buy through our link, we get paid instant commissions.

When I started doing that one of the first things I did because it was one of the things that were easy to gravitate was, I needed tools to automate my business. So I started using the tools themselves that had affiliate programs.

And if you could get three people using say your list building software that's costing you maybe 50 or $100 a month, if you can get three people using it that bought through your affiliate program and they see the same value you had, you can actually earn enough commissions to pay for the use of the tool.

It's like a double-edged thing. It's something I still continue to use. I built a list and I continue to promote affiliate products to my list about specific things about how to automate and scale up their marketing. Whether it's website related, video marketing or anything like that there are lots of really great tools.

And it doesn't necessarily just have to be in the website sort of automation affiliate programs. There are health and wellness niches. There is anything.

One of the largest affiliate programs out there is with Amazon, although commissions are small.

Some affiliate offers give you up to 75% of the amount of sale. Say somebody was selling something for $100; they're willing to give you $75 out of that $100 to be able to get one new sale.

As we'll get further into this discussion with sales funnels, there can be finance sales and then an upsell and maybe another upsell. And each of these has commission levels so they could be paying up to a few hundred dollars for each customer.

In my mind, when I started doing this I wanted to master how to be an affiliate marketer because I knew that if I could refer a few things each and every day to somebody, that was my roadmap to making a few hundred dollars a day and I could use that money to seed other ventures - buy new courses to improve my education.

That's one of the first things that come up and then it can evolve to seeing what other people are selling in affiliate things and creating your own product and selling your product through using affiliate sales.

I have had clients as well too where we've helped them build fully scaled e-commerce platforms, e-commerce stores.

It really comes down to what people are passionate about, because nobody puts something up overnight. It usually takes, in my experience, about 90 days. 90 days from the start of a project to getting it up and running, to promoting it and then putting some marketing behind it to be able to see a really good return.

I've seen people generate hundreds of thousands of dollars just in a very short period of time just by creating a product, even in affiliate sales. Because every affiliate sale, if somebody buys from you today they could buy something that you could be promoting tomorrow or next month.

And if you get really good at building a list, which is one of the keys to doing this, building a list of people and communicating with that list regularly and learning the art of selling without selling, being able to promote affiliate products is probably one of the easiest things.

Marina Barayeva:

Okay. Let's say we got the online product, whether it's our product or we have someone's product, and now we need to sell it somehow. It's better if we get money and spend less time on it. If we want to create the sales funnel for the online product what should we start with?

Garry Mclachlan:

That's a really good question. One of the things that you can start with in a sales funnel is a lead page.

Like I said, one of my first courses was all about list building. It was about creating your number one asset in your business.

In my business, my overhead, which cost me less than a few hundred dollars each month, most of it is self-liquidating which means I've got affiliate sales that are paying for the use of that and it's really not costing me much. But, one of the most important assets that I have in my business is my email list.

The frontend of any funnel should be a list building page, a page that's collecting name and email. The more things that you're trying to collect from somebody can affect how many people will opt-in and convert and generate a lead and get into your newsletter.

And that's usually what we start with, is that if I'm going to create a course on say "How to do Facebook Ads", I might give a lead page that says "Learn the 10 deadly mistakes most marketers are doing in 2018 with their Facebook ads."

And say I'm targeting dentists, I could be giving them a free report that's getting them on my list and then I can give them exactly what I said I was going to give them or maybe a video that they go to that says, "Hey! Thanks for opting in. Your free report is on the inside of your inbox. You'll be able to download it there. In the meantime, I've got some really cool training for you."

And you can segue and start to lead into a nurturing process of actually taking your cold leads that are out there in internet land and then coming in and sort of interest them into that.

And one of the things I urge everybody to do whether you're doing retargeting, you're doing any type of advertising on Facebook or YouTube or whatever, is that you promote in some way that you're building a list, whether it's a retargeting list or an email list.

An email list is more powerful than anything.

Usually what we create first is a lead page or what we call a squeeze page, and that can come in many forms - webinars, free eBooks, free mini-course, you name it.

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Does that answer?

Marina Barayeva:

It is. And when we create the page we need more people to see that and even more, we need the right people to see that. So, how to target the right audience there?

Garry Mclachlan:

How do we target the right audience?

Again, that's a really good question because you could have the greatest course on Facebook, and some people make this mistake, they'll do a course and they'll say it's Facebook ads and it's really too generic.

But if you're targeting, if you're selling a course for say $497, how many of these courses a year are going to make you enough to be able to step away from whatever job you are or whatever it is you want, give you the freedom?

You sort of work your way backward and you think, "There's probably a small number at 497 that you're going to do." So you have to think about how you can actually refine that.

Like we said in the previous example, it could be Facebook ads for orthodontists. And we're not just targeting dentists, now we're targeting orthodontists. And we could be thinking we're crafting a product that's perfect to teach a specific audience out there that is really interesting that we want.

When I actually start targeting the right audience I'm looking for a number of things:

- Research on the web to see if there's other courses like that out there

- I'll go to things like Quora and I'll see what kind of questions are being asked by our potential target audience before I create anything

because you don't want to create something if there's no demand there for it.

Then when you start to establish what that audience is then we create what we call an avatar. An avatar is not like that movie Avatar; it's more like the specific type of person.

"This is Don. He's an orthodontist. He's got a practice for over 10, 15 years. He wants to advertise to get more clients from Google Ad Words and YouTube and Facebook. He's willing to pay good money to learn how to do this or hire somebody to do that but he just doesn't know how."

That could start with that type of person in mind and then we would craft an offer that goes around to that target audience.

So, how we identify if there is an audience, an appetite? If I see another course that's sort of generic or something like that or there are other people out there that are effectively trying to advertise to that or they have something similar, that tells me that there's an appetite if people bought it.

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You can reverse engineer people's websites to see how much traffic they are by going to Alexa.com and SimilarWeb where you can go in there and see.

Say you found a competitor that was advertising Facebook ads for orthodontists. You could see:

- What type of traffic they get

- What keywords they use

- Which groups do they hang out

So we start to establish:

- What are these people looking at

- What are they reading

- What do they want to know

- What language do they use

because you may not use the same language on an orthodontist as you would somebody who's like your best friend.

It comes into how you would sort of present everything into your copy. Before I design anything, that's one of the most important things we do. Even if I had a freebie in mind I would still look at my target audience.

Marina Barayeva:

Okay. We created something targeted to our online audience and now we need to attract them. When we have our landing page with an online product we need to bring more people to it. How to get more traffic to the page?

Garry Mclachlan:

And again, it leads into that whole thing.

We've written a congruent sales message and we've taken our target audience, our target avatar. And we say we want this person to be just engaging with us; we want to be able to follow them around social media.

One of the best things that I do that works really well because a lot of people they're looking for traffic and there are two types. There's free, which means that you gotta do a bit of work to be able to get it working but you can automate a lot of this. And then there's paid.

I'll start with the free. The free, I usually create a profile, a social media profile for my target audience. Say I'm advertising to orthodontists, I would create some sort of social media profile with:

- Google page

- YouTube account

- Instagram

- Twitter

- Tumblr (maybe)

- Pinterest

and my website, which is going to have my sales funnel, is going to have some copy on there that is basically going to be selling them on my course and talking about the features and benefits of why they want to be able to take action.

Because, it's one thing when you get your traffic through the page; it's getting people to stay on the page long enough to click a button and buy whatever it is that you're selling.

This is why copy is so important that it draws a visitor in.

And when you have code that's installed into your website, like Google Analytics, you can see how long people are on site. You can do all sorts of things where you can look at heat maps to see where people are. They're scrolling down to maybe half the page and then they're just leaving or they're not watching a video.

Or, there are different things where you can actually start to manipulate that page to sort of fit how the traffic's sort of reacting to it. What we do is we split test different variations of the sales page and see which one works best when we keep doing that and then we keep trying to do that process over and over again.

How we'll get people to that is that we'll do a social media content plan using our social media profile and we'll use a blog and write articles that are sort of designed like advertorials.

It could be a post, say I'm trying to sell a course for Facebook ads to orthodontists; I'm going to write a blog post to these orthodontists sharing maybe 10 case studies of Orthodontists that have generated hundreds of thousands of dollars in new client acquisitions based on this. One dentist doubled his amount of braces that he built in business or whatever.

That could be an advertorial that you can actually share on all the different social media outlets. And you can actually get people onto that blog post advertorial and it could have a call to action that says "Go get your FREE eBook". And that free eBook leads them to a lead page that gets them onto your list.

And if they don't get on your list you can also install retargeting pixels like Google retargeting and Facebook retargeting pixels. This is the invisible opt-in so even if they don't go on your list, you can still, nowadays in 2018, you can build segmented lists in Google Analytics.

Say you're doing a Google PPC campaign. Anybody that lands on that page but doesn't buy - and there are ways of doing this, you can actually create a condition - that doesn't buy what you're selling, you can now follow them around with a retargeting campaign.

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That's probably some of the cheapest way, because it really is a good segment into what a lot of entrepreneurs, when they're just doing this by themselves or they maybe have some resources to be able to hire somebody out.

They want to be able to actually retarget these people, recycle some of these visitors that have landed on the page but they didn't do anything with it and maybe they need to see it again and there is that ability to do that.

It's one of the cheapest forms of advertising because you've got to think.

Again, if you're selling a course, let's say for $497, and you had a thousand people see and only a hundred people opted-in to your newsletter and you sold a few out of that.

But those other nine hundred people that aren't on your newsletter are now on a retargeting list that you can follow around the internet with a very well designed creative Facebook retargeting ad.

"Hey! You visited us but you didn't take us up on this free offer. Why not?" And that could actually lead them back to getting onto your email list.

Marina Barayeva:

Okay. How do you know which one is the best source of traffic? There are several options.

Garry Mclachlan:

Again, it's a tricky question.

But, if you're launching something, again, within that 90-day window, it may take you a week or two to get all the material up together so that you have a sales funnel working, a start and then you are tweaking.

But if you're getting into paid advertisement I'll start with something like $5 a day in Facebook ads; maybe $10 a day with YouTube or Google+ ads, or Google Ad Words.

And then you start to analyze the numbers. Which one produced the most leads for the least cost?

Then if we see that Facebook is giving us the best return on investment we'll scale that ad and shut the other ones off or vice versa. If we're getting all of our leads, 99% of our leads are coming from YouTube, then we'll scale up YouTube and shut off the other things.

I think everybody should be, if you're launching a product or you're doing any sort of promotion, for the first 90 days, relying heavily on all the free methods constantly putting new stuff out there in forms of content marketing with a blog and videos that you can create on YouTube that you can also put on a blog, status updates that are all pointing to that.

But you're tracking everything to see where the sources of your traffic are coming from. But the best source of traffic usually is the paid kind of traffic.

Because, it's like pouring gasoline in a fire. You can start a little bit of a fire with some of the social if you've got a thousand followers here, and maybe 10 thousand followers on Instagram and you got a few followers at YouTube. You're very limited by the exposure.

But with ads, you could target all orthodontists, let's just say, in Florida or all orthodontists in Canada. And Facebook will give you a list.

"Okay. Well here's 30,000 orthodontists that we know of on Facebook." Start your ad with targeting there rather than targeting like 100 million people. The more convinced that audience, the better it is with your spend.

When we do traffic, there are different ways of doing it. You have cold traffic sources. You have warm traffic, which is like retargeting.

And then you have hot targeting where you have subscribers on your list but they still haven't bought something that you're selling. You can upload them into Google and into Facebook and target just to that list of people with a different campaign.

And that's why marketing as an art. You're sort of learning how to segment and figure out which stage of the funnel are your customers in.

People always see the frontend, which is your lead side or some people that haven't opted-in but some people that have. And they've seen your sales page and you want to be able to target just those people with coming back to the sales page.

And then it could be people that are on your sales page and bought your frontend product for $497, but they didn't buy your upsell which was $2,000 more. And maybe you could target that group with something where it's going back.

"You bought everything else. What if I slashed the price today to $1,000?" There's that opportunity.

When you start thinking about sources of traffic, it's being like a mad scientist and trying everything you know of.

Even LinkedIn ads are really good. But knowing what your return on investment and every ad that you're trying to use, even if it's free social media, is to get somebody on a list. Whether it's a retargeting list or a subscriber list, which is the best.

And if that's the case, then how much does it cost you to generate the lead? And then how many leads does it take you to be able to generate your first sale?

And those are the magic numbers that we're looking for that tells us how profitable something's going to be. Again, I take the course of $497. If it costs you $200 to get one new customer paying $497 every single time, you would be spending that over and over and over again to be able to get people because you're still generating.

But if it costs you $400 to get $497 you're still doing it, but maybe you can cut that cost down.

Going back to that question about the source, it's what's producing you the best results.

Does that make sense?

Marina Barayeva:

It is. Basically, we target people, we bring them through the ads or Google or whatever and then we just calculate which is more profitable.

Garry Mclachlan:

Yeah.

Marina Barayeva:

Okay. Are there ways to automate the process of selling an online product?

Garry Mclachlan:

Absolutely. I actually have over a hundred of my own digital products.

Marina Barayeva:

Oh wow.

Garry Mclachlan:

Through sites and different things. And they're all tiny micro funnels.

Because when you get the concept of what a sales funnel is, and some of your listeners out there go, "What is a sales funnel?" A sales funnel is a series of ads and social content and web pages all designed to do one thing, turn cold web traffic into warm traffic into buying customers.

Again, I do courses. And a lot of these courses are designed so that they can prequalify somebody that might eventually want to take on coaching with me. Coaching is going to be a little bit more expensive obviously than the course. But at least in the course I can:

- Target a particular problem

- Identify a solution

- Present them with something so they can learn it themselves

and they'll come across two different things at the end.

And they'll say, "I know what I gotta do and I need it. I'll do it myself or I need to hire somebody to do it and maybe I'll hire this person." And that's where you can present it.

When you're automating this you're thinking, I was taught to think backwards. So I'm always thinking like a simple sales product to say, let's sell a series of eBooks and a video course.

So there is a main frontend product which is say, a 40-page document that you wrote and you created a book. And it's got some great strategy and it's targeted to a very hyper market.

But in association with those books you have an upsell which is say, a video training. It's an advanced video training series to this book and it'll take strategies, give them case studies.

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How do you design that? We do the same thing. We would create a lead magnet to get somebody on our list, which would be, again if I'm doing something, say its Instagram marketing, I would create a lead magnet all about the top 10 things you need to know about marketing on Instagram. Enter your email and get our five-day workshop.

When they opt-in to that email list they're opting in from the lead page to what we call a bridge page. The second page in our funnel is called a bridge page.

A bridge page is basically to say you've opted in, go check your inbox, you're getting to train them to go into your inbox, to click the link that's in that inbox and giving them instructions of what to expect from you in the future and to provide value.

In a lot of cases this bridge page could have how to connect with you on social media, a button where they can watch a special live training. And some marketers what they're doing is getting them on to a live webinar. Taking them from a cold prospect list and going on to a webinar.

If they opt-in for the free report, they go to the email, they download it, but on this bridge page it's saying, "Hey. Do you want to get in on our next live webinar?" It takes them off the prospect list and puts them on a live webinar where they can sell something. So your funnel can fork out.

But on the bridge page it also sort of bridges from your freebie offer to your sales page, to your sales offer.

Let's say you're selling an Instagram course. You could actually have an offer button below your video that says, "Hey. On the next page below this page you can click on this button you're going to be able to see exactly how I've set up this amazing book and a mind map and cheat sheet and a resource guide on marketing with Instagram. And we're going to show you everything. This 40-page document gives you all of this stuff and it's only $10."

And the whole thing is you're trying to convert a visitor that you may have been paying for to get that lead into a sale. And if they click on the sale button they're going to be taken to a page that says, "Congratulations! You bought it. The download links are going to be actually sent to your inbox."

And in the backend, with marketing funnels, you have different lists working with different parts of how people are in the funnel.

The frontend is where everybody has opted in. They haven't bought anything yet.

And then you have a list of your frontend buyers. And now, what you're trying to sell those frontend buyers on is taking action on the upsell.

Because, after they bought, you're saying, "Welcome. You just bought these eBooks. Before you go I've got a special offer for you. Below you're going to be able to see that I've actually put a video training course together that gives you real-world case studies, bonus training, all this amazing stuff; all the tech gadgetry that we use for Instagram marketing and you can actually get it today and one time and one time only for $49."

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And then there could be a button below it that says, "No thanks. Take me to my download." And it could actually take you to a down sell which we call, "Well you didn't want it for $49. What if I slash the price?"

This is where you're actually taking advantage of people. Once they've bought something you present them something more and you're more likely to be able to get another buy, even when it's a lot of funnels. You'd be surprised how much revenue you can generate just by doing that.

And when you're creating a course you can also have a JV funnel where you can accept affiliates. And it's really a page that explains what the product is.

They can get on your list and into a contest and they can get an email swipe and graphics that you've created to promote your product. And you can use that as a way with other people that have influence with their email list, more influence with their social media to be able to promote your stuff out to their subscriber list and they can refer buyers to you and you pay them a commission.

That's all done in the backend. One of the keys to automating is making sure you're tracking each component.

When I look at a funnel, I'm looking at it from the perspective of a customer coming in the frontend. They're going to a lead page. How many people are hitting my lead pages and what sources are hitting it?

I'll create tracking from doing an ad on YouTube, Facebook, maybe my blog, maybe social media and I'll have tracking links that are all pointing to one lead page. Then I'll see how much traffic is that getting.

And then the only people that are going to see my bridge page are the people that opt-in. So I'll see exactly how many people are opting into my bridge page.

If I get a thousand people, I call it the thousand-person test. First thousand people to your lead pages Then see how many people hit your bridge page - maybe 300, 400. And then from your bridge page, how many people click the button below your bridge page?

And then how many people click the buy button on the sales page and how many people went to the upsell page and bought the upsell?

And this is where the real work comes in. Because once you get used to it, it takes very little time to set a funnel up. I can set a funnel up and write it in about a weekend. But the most amount of time for the first month or so is adjusting it. And the only way you know how to adjust it is by the numbers.

Because you can guess, you can do all sorts of things.

I have three different variations of a lead page and one lead page is getting 43% subscriber rate and one is getting 23. Hey man, use the 43.

Same thing with my bridge page. Maybe they don't like a green button. Maybe they like an orange button.

In a sales page, maybe a headline is slightly different than another variation.

And they all have different things that the numbers tell you which version is working the best. And then once you have your funnel, now you can actually scale this sucker up. And you are actually training yourself to be able to see how to judge the numbers and use that to engage your profitability.

Marina Barayeva:

Fantastic. A lot of great tips here you gave us. The whole sales funnel process. How can we connect with you? How can we know more about you now?

Garry Mclachlan:

Listen, anybody wants to connect with me they can read my blog at LetsGetYouFree.com/blog. That's one of my blogs.

I also have a digital marketing agency. We help entrepreneurs create funnels. The name is DigitalSalesGuru.com. You can go on there and visit us and see how we can help with creating a marketing funnel, creating a marketing campaign to be able to market anybody's business. Because I believe anybody can break free.

And it really takes the passionate entrepreneur out there, the people with that drive to be able to break through because it's fairly straightforward stuff when you really understand how to do it and you're not afraid to be able to ask for help and to be able to take your ideas, whatever it is, and turn them into campaigns that are going to help you bring in more business who or whatever you're doing.

And we see that a lot with different entrepreneurs that I've helped personally over the last few years and what I've seen by creating my own funnels and my own info products.

It's one of the things I really get to be a nerd, creating apps, membership products, and marketing funnels because I believe in this stuff and it's also made me very self-sufficient where I never have to work another day in my life and do a job. I can always focus on the things that are important and maintaining the core of who I am.

And if I can do it when I was doing it, when my children were both under two and I was transitioning from one mindset to another, I think anybody can do it with the right motivation and the right coach.

Marina Barayeva:

Fantastic, Garry. It was a pleasure to have you on the show.

Garry Mclachlan:

Thank you very much for our having me. I really appreciate it.

Marina Barayeva:

All right. I hope you got new insights that you're ready to try in your business. If you missed something or would like to go back to some parts of this interview just go to

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intnetworkplus.com where you will find the show notes and the full transcript of the episode.

And if you have the questions or topics that you would like to hear about on the show just email me to marina@intnetworkplus.com.

Announcer:

Thank you so much for joining us today. If you are new to the show be sure to subscribe. And for more marketing tips go to the IntNetworkPlus.com where you'll find the answers on the hottest topics about how to grow your business. You were listening to Marketing for Creatives show. See you next time.

Resources from this interview:

- Learn more about Garry Mclachlan on DigitalSalesGuru.com and LetsGetYouFree.com/blog
- One of Garry's mentors is John C. Maxwell
- Search Quora to see what kind of questions your audience asks
- Check how much traffic goes to the site via Alexa.com and SimilarWeb
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