

**EPISODE 561**

[INTRODUCTION]

**[00:00:00] ANNOUNCER:** Welcome to The Real Estate Syndication Show. Whether you are a seasoned investor or building a new real estate business, this is the show for you. Whitney Sewell talks to top experts in the business. Our goal is to help you master real estate syndication.

And now your host, Whitney Sewell.

[INTERVIEW]

**[0:00:24.1] WS:** This is your daily Real Estate Syndication Show. I am your host, Whitney Sewell. Today our guest is Juliet Clark. Thanks for being on the show Juliet.

**[0:00:33.5] JC:** Thank you for having me Whitney.

**[0:00:34.9] WS:** If you haven't heard of Juliet, I want to tell you a little bit about her and I hope your ears are perked up and you are paying attention if you are trying to brand yourself and you are trying to learn how to publish maybe a book or publish something or she's somebody that you want to reach out to but a little about her, she's a dynamic and sought after speaker and podcaster who have spent the last 20 years helping authors, coaches, speakers and small businesses all over the world build expert platforms.

Has worked on major accounts like Nissan and Mattel, a writer of six bestselling mystery novels, top producing real estate agent before starting her own publishing company. Juliet, thank you again for your time, I am looking forward to this conversation and you are a prime guest for the show and sometime you can't think out of the box and think, "Wait a minute, you know she is not syndicating deals" but wait a minute, she has the skills.

She is an expert in something that most of us, a lot of us in this industry are trying to perfect and that marketing piece or that branding piece and how we're building those expert platforms. So I

am looking forward to the conversation, maybe you can elaborate a little bit on your background and your expertise and let's jump in.

**[0:01:40.4] JC:** So yes, thank you. I started out in traditional publishing and from there moved on to advertising, worked at one of the largest agencies in the world in [inaudible 0:01:52] and worked on the Nissan account, which was regional and a lot of market research happened there. So I was very open to the idea when I moved into the entrepreneurial world that we don't do as much as we should with our market research and it really hinders that way that we gather clients, that we gather a crowd around us and our sales.

So in 2008 I was going through a really ugly divorce, a lot of time in my hands and I wrote my first mystery novel and probably best known because I killed my ex-husband in it and we were from a small town and everybody knew but in all of that ugliness, it led me to self-publish my first book and I realized very quickly from my background that the self-publishers did not have the best interest of the authors and most of those authors were entrepreneurs and they didn't know how to build a platform.

They didn't know how to build an audience not only to sell books but their products and services as well and I actually forgot to tell you in there between Mattel and writing that book, I was actually one of the top real estate brokers at Realty Executives in Sta. Clarita. I quit Mattel and I was going to be a stay at home mom. It lasted about two weeks because it was really, really hard and so I got a broker's license and started selling real estate until my kids were a little bit older and I wrote that book and started this company.

**[0:03:15.3] WS:** Wow, okay that is so interesting and your book is really interesting too just the whole thing and how you wrote that and what happened but I appreciate you sharing your background just a little bit but it is interesting you talk about like we don't do enough market research as we should and we are beginning this process. Could you elaborate on that and just talk about that.

**[0:03:34.9] JC:** So one of the things I saw when I was on the Nissan account is all these cars are regional. Different regions sell to different cars in different regions and they do a ton of research. They have their avatar target audience whoever whatever you call it right now, ideal

client. They have it down to finite things that they know about their audiences and so when I moved into the entrepreneurial space, I noticed a lot of people were bringing me these books that they had written.

And they would say things like, “Oh I went to a business growth conference and they told me that my products and services weren’t selling because I didn’t have a book,” and I kind of went, “Ooh well that’s probably not true. You probably are either in front of the wrong audience or you’re in front of the right audience with the wrong product.” So when we designed this platform we did it as an audience builder but also a place where you could test your ideas and start having conversations about them to create better products and better marketing.

**[0:04:41.1] WS:** Can you tell be about the platform a little bit, the listeners may not understand what the platform does and then we’ll go back to these details we need to know.

**[0:04:48.1] JC:** So what we created was a software. We use a software that take the success principles of what you teach and puts them into categories and statements. So when people take our – I am going to call them quizzes, when people take our quizzes, they actually are comparing themselves to the success principles that you teach that is why it is so valuable for coaches because it is one thing for me to tell you Whitney that you may have some areas where you need improvement.

That if I can show you that it is sort of like the writing concept. You know show not tell, if I can show you that is much more powerful. So this self-evaluation allows your potential clients to come in and evaluate where they’re really at and then for you the other side of that quiz is your market research because people are telling you where they are struggling and they’re consistently telling you these things. So that’s part of it, the other part is we have this section that runs on AI.

Where we actually have statements related to, “Do you want to solve the problem? Are you willing to invest and would you set an appointment?” so based on those there are auto-responders that go out with skill and commitment appropriate offers. So it is not one size fits all.

**[0:06:04.3] WS:** Okay, so you know I like to go back a little bit, you called it a smart lead magnet, is that right?

**[0:06:10.3] JC:** Yes that's what I call it.

**[0:06:11.5] WS:** Yes, smart lead magnet I have not heard of that before but I love that. Talk about the details a little bit that we need to know and then maybe how they are telling us these things. You talked about these people are telling us and maybe it is through your platform or how that works.

**[0:06:26.3] JC:** So first of all, we call it a smart lead magnet because the paradigm with digital marketing has been I am going to trade this, what we call an even exchange, a piece of my genius for your email address and as we all know they may or may not ever open the email address. A lot of times they don't even open the piece of genius. So what we are doing with this platform is when we set the success parameters, they are going in and they are rating themselves by category on a scale of one to 10.

So that is how they're telling us, when we get the results and they get the results they understand because of the way these are broken into categories that they have gaps in their learning. Let us take real estate investment, if they want to be a really great real estate investor there are things they have to learn and if they are not getting to that point then they need to know where those gaps are at to continue. So that's what it shows the person who takes the quiz.

But it also shows you as the entrepreneur, when you start seeing those patterns over and over, you know where to create great content number one, number two now you can reformat or format programs to address those specific areas.

**[0:07:38.1] WS:** Wow, okay. How hard is it for us to create something like that?

**[0:07:41.7] JC:** Not really difficult. When we do it we usually sit down in a consulting capacity and then we build your first one for you. So for the entrepreneurs I think the hardest part is really narrowing down what are those four, five categories that I need to know and my clients, my

potential clients need to know that they are struggling in to purchase from me and then formatting the sections within there because this is really designed to be a three minute experience.

We actually say our quizzes allow you to determine who in your audience is your best client within a 180 seconds because that's what it's designed so it is really quick.

**[0:08:20.8] WS:** Wow, I am sure you have ways of perfecting that over time.

**[0:08:25.3] JC:** Yes, so because it is built on the software you may take your first run and maybe it is not giving you or your audience the information. It is super easy to go in and change things around or duplicate. I actually have 13 of them of my own and probably six of them are exactly the same. I just have them on different URL's with different target audiences and just slight changes in the statements.

**[0:08:49.1] WS:** And tell me about how artificial intelligence works in this and how it understands some of this stuff.

**[0:08:55.0] JC:** Well what it understands is first of all where people have scored themselves. So it can see if someone is very low or very high. The other way it does it is it's really key in that section. There are series of algorithms that work, what we call the commitment section and we literally post statements that are, "Are you 100% committed to solving..." whatever problem "Are you willing to invest to get..." and then inserting what that problem is.

Would you be open to scheduling a talk with Whitney? And so based on that, the auto-responders run in the background. Let's say that somebody is very highly committed. They said, "Yes, I want to solve this problem. I am willing to spend money and I'd love to have a conversation," that person is going to get your calendar because when you hit the submit button an email goes out to the person who took the quiz and an email goes out to you so you know someone did.

So that high commitment person right away they are going to get your calendar. The medium commitment person is a nurture space. So think about it for a minute, maybe they have seen

you talk for the first time. They love what you have to say but they are not quite sure you're their guy. This is an opportunity for you to do some nurturing, maybe drop an article or a podcast into their LinkedIn. Connect with them there, start a conversation.

And then there's that whole group of the room or if you use it on a podcast as an ad, you know there is that whole group that is never going to take action. What we are really trying to do here is key in on who is ready, who is going to buy today and let the others fall back into a nurture space or maybe not at all because some of them will never be ready.

**[0:10:38.7] WS:** Correct me if I am wrong it seems like this could work for pretty much any industry or any – I noticed on – or listeners that can't see this. Juliet's name on Zoom, after her name it says, "text quiz to 64600." Can you do this through text and through email and through a lead magnet on your website as well?

**[0:10:56.4] JC:** Well each one has a unique URL. So absolutely you can put it on your website, in fact if you guys want to go over, you can go to [leadlogicquiz.com](http://leadlogicquiz.com) and actually take one. So with that unique URL, you can put it pretty much anywhere. When our people use it from stage and we have a lot of speakers who use it at workshops and when they go out and give talks, they actually have a slide that has it right there on it so the audience can take three minutes and take it right then and there.

So yeah, you can use it pretty much anywhere. Another use we have is a lot of people have Facebook groups or LinkedIn groups, you have to take it before you come into the group. So you've got lead capture before anybody comes into your world.

**[0:11:38.2] WS:** Love that. I love what you just said, yeah so a way to capture those kind of like a Facebook group. If somebody didn't put their email address in there you don't really have a good way to capture some of that. So that is awesome unless you are having somebody do that manually and talking about too like defining who we're talking to I love that because it's important. You're talking about who is going to buy right now, right?

In our case, we're looking at those investors that are ready to invest, right? But we still want to nurture those who like you said are maybe they are not ready but they want to get us a little bit better. This allows us to really cater to that, is that right?

**[0:12:10.2] JC:** It does and I haven't even mentioned there is what we call a micro-commitment before you hit the submit button and we actually take the top three or four people that come into your world and we have people self-assess. So let's say so one of them would be maybe I am brand new to this and thinking about what is my next option. You are going to talk to that person much differently when you get them on the phone than you are somebody who has been around the block and just wants to increase what they are doing. So when they self-select where they're at in the process and you have that conversation, now you can speak to them in the skill appropriate level.

Now why is that important? If I am talking to Whitney and he doesn't know I am a beginner and he's speaking way up here you know like I am an advanced investor, I am probably going to become overwhelmed and walk away. Conversely, if he is talking to me I am an advanced investor and he is talking to me like I am brand new, I am going to think, "You know I don't know if I want to work with him. He doesn't sound like he can get me to that next level. So that is really a key right there too when you have those conversations, who you're talking to and what this looks like for them.

**[0:13:19.5] WS:** Nice. So give me some ways that people really mess this up?

**[0:13:23.9] JC:** That is such a great question. So there are a lot of platforms out there and I will just say right off the bat, Survey Monkey. No real direction, there is a lot of neuroscience, your brain chemistry that's behind when you take quizzes and people don't realize that. So I will give you an example, if you have a fill in and you have radio buttons and you have all of these different things, your brain disconnects. So that is one of the ways that people really mess this up.

Another one is that they ask really invasive questions. So think about it, I don't really know you Whitney, you're on stage, you look great but you are asking me what my gross income is. No and we actually have a lot of financial planners who we're working with them on theirs because

that is the first thing they ask instead of a quick and dirty let's get to know each other first before I ask you for that. So that is another thing that people do is they get way too invasive without a relationship.

The third thing that people do and there are a lot of platforms that do this, they'll ask simple questions that are like yes-no and if you look at some of the platforms I am not going to mention what they are, they'll have one question per page. So if I have to answer yes or no and then move on to the next page, I have disconnected, completely disconnected. I have forgotten about it, it doesn't matter even when I get results.

One of the things that we do by clustering these is that we show you in your results that you have a whole area that has a gap so let's address that and by having those statements categorized on their own individual page, people get exactly what you do and that they're not doing very well in that section. So a lot of this is neuroscience and really finding ways that you can have a lead magnet that serves you and your client and I think a lot of the ones that are out there don't really do that.

**[0:15:22.5] WS:** Wow, no I love that and maybe a couple of tips also. I know you talked about how important just that market research was and I want to come back to that and maybe you could highlight just a couple of things, maybe we are not ready to do this, the smart lead magnet yet but what are some ways we can just understand our market better. So even as we are having conversations whether it is in person or through email, we understand that potential client better.

**[0:15:47.5] JC:** So first of all having conversations, anytime you can drive people into a conversation. Don't make it really salesy. Listen, really put on your active listening because there are a lot of things you are going to hear when you start actively listening that will tell you that maybe they're not right for you and a lot of times I don't think we consider that. We always look at, "Oh my gosh they're here, I am going to enroll them," one bad client can ruin you for a while.

So really practice that active listening and have conversations. Don't rely on clicks, a click isn't a relationship. A click can tell you a direction that they're going in but nothing beats face to face or



Zoom to Zoom communication even phone communication. Other mistakes, other things that you can do with the market research is look thoroughly at your competition. I am sneaky, I have a fake email address I use and I see what all of my competitors are doing.

So I can constantly keep ahead of the curve, how am I different because at the end of the day, they are hiring me for the most part not just my platform. So how do I stand out, am I being authentic? Am I in front of the right people? So there are a lot of things you can do in the market research realm that just little tweaks that will help you a lot.

**[0:17:09.5] WS:** Any other before we run out of time, you know any other software that we need to be using that you're like this is a must?

**[0:17:15.7] JC:** Wow, I can't think of any. I try to be as software free as I can because it can add up.

**[0:17:23.6] WS:** Yes, no doubt about it. So any other tips before we move on to just a few final questions Juliet?

**[0:17:29.3] JC:** You know what? Be yourself when you position your questions and your statements on there and make them very connective. Not yes-no, make people think about this. If they are really intentional about spending money, take a deep dive. Don't be afraid of their answers because it can be gold for you.

**[0:17:46.8] WS:** What's been the one thing that's contributed to your success?

**[0:17:49.7] JC:** Persistence.

**[0:17:50.8] WS:** And how do you like to give back?

**[0:17:52.2] JC:** Oh I love to give back in the way of just helping people, serving. We do – like this week, we have a summit. We are doing for free. I think by the time this airs it will be gone but for COVID-19, we put a free summit together and it is not about selling anything. It is about

how are we going to pivot money wise, emotionally wise. I just like people to feel good about themselves. So hopefully I can help them do that.

**[0:18:17.1] WS:** Thank you for sharing that. I appreciate you giving back in that way Juliet. I appreciate you giving back to the listeners and myself on the show. Tell them how they can get in touch with you and learn more about you?

**[0:18:25.4] JC:** You can go over to [superbrandpublishing.com](http://superbrandpublishing.com) or if you want to test one of the quizzes, go to [leadlogicquiz.com](http://leadlogicquiz.com) and take one of them. You can see how they are laid out. If you get your email, look and see where you stand with that. You can find me on Facebook over the Monday Marketing Mixer Show I have with Tracy Hazard every Monday night at 5 PM, Mountain Time. So you can find us over there too.

**[0:18:54.1] WS:** Awesome Juliet, that's a wrap. Thank you very much.

**[0:18:56.6] JC:** Thank you.

[END OF INTERVIEW]

**[0:18:57.5] WS:** Don't go yet, thank you for listening to today's episode. I would love it if you would go to iTunes right now and leave a rating and written review. I want to hear your feedback. It makes a big difference in getting the podcast out there. You can also go to the Real Estate Syndication Show on Facebook so you can connect with me and we can also receive feedback and your questions there that you want me to answer on the show.

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[OUTRO]

**[0:19:38.2] ANNOUNCER:** Thank you for listening to The Real Estate Syndication Show, brought to you by Life Bridge Capital. Life Bridge Capital works with investors nationwide to invest in real estate while also donating 50% of its profits to assist parents who are committing to adoption. Life Bridge Capital, making a difference one investor and one child at a time. Connect online at [www.LifeBridgeCapital.com](http://www.LifeBridgeCapital.com) for free material and videos to further your success.

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