

John McIntyre:

Okay, it's John McIntyre here, the Autoresponder Guy, and it's time for episode 83, the McMethod Marketing Podcast, where you'll discover one simple thing, how to make more... how, basically, how to get more customers. Let me just break it down. It is about e-mail marketing. It is about sales funnels, but, really, the secret to this podcast is getting you more customers, making them spend more money with you so you can work less and spend more time with your family, your snowboarding, or hey whatever you wanna do. Okay? Whatever that is. Today, I'll be talking to Daryl Urbanski. Now, Daryl has a thing called the 7-figure funnel formula. It's pretty much exactly what it sounds like, okay? It's a sales funnel formula that, uh, has method, as far as I'm aware, 7-figures for various clients of his including John Assaraf which from what I know he's a, he's in, he was in The Secret so that movie about the law of the attraction, very popular movie, and uh, this has got John in it, and this is one of Daryl's clients who does his 7-figure funnel formula stuff with so we are gonna talk about the 7-figure funnel formula today and basically, how to get more customers, how to set up sales funnels to close more deals.

To get the show notes for this episode of the Mcmethod marketing podcast go to [TheMcmethod.com/83](http://TheMcmethod.com/83). Now this week's McMasters insight of the week is a question that you can ask yourself. Okay? What's it gonna cost me not to do this? Okay, let me say that again, what's it gonna co... well, i'll rephrase it, what's it gonna cost you if you don't do this? Let me give you some examples: What's it gonna cost you not to create a great sales funnel? What's it gonna cost you not to start split testing today? What's it gonna cost you to put off, uh, paid traffic and paid advertising for the next year? How much money are you gonna miss out on? Are you gonna live sitting on the table in broad daylight by not hiring a paid traffic guy to do your paid traffic so you can get more customers like that? 'Kay? Instead of saying, "What's it gonna cost me to go into these paid traffic stuff?", "What's it gonna cost me this split testing stuff?", start thinking what's it gonna cost you not to do it. Okay? That is the advice given to me by a very successful man that I had a dinner with couple weeks back here in Thailand and uh, fascinating guy actually but this is just one of the questions that he said, look this is an amazing thing you can ask yourself.

Daryl Urbanski: Hey, I'm doing good John... doing good... glad to be here. How're you doin'?

John McIntyre: Good to have you on the show man; and we actually, it's funny coz we were both at Titans... the titans conference a couple weeks back but we didn't even meet at the conference. It was funny when i got your email... I think from, i think it was your assistant booking the podcast

Daryl Urbanski: Yes.

John McIntyre: ...and then I saw you floating around on facebook in the titan's group, i was like, "ah, it's just like a small world".

Daryl Urbanski: It is a small world, especially, I guess at the, at the, echelons, so people are really living and breathing it, so... That event was so awesome... the caliber people that were there.. that was... that was probably my favorite thing – 'twas just the quality, and the people in the room.

John McIntyre: So you were just tellin' me about, uh, like, Ken Mccarthy and... and that we're gonna get some of the other guys to, you know, some of the other gurus in the industry, although... although... though they are a part of a more well-known gurus in the internet industry to the conference, and then they ended up getting Ken Mccarthy who would... you're saying he is really the guru behind the gurus, the guy that all the gurus that everyone knows go to; but, uh, no one knows who he is. Most people don't know who he is.

Daryl Urbanski:

well, yeah, coz he, He's kinda been out of the game. I mean, he was the first one... he was the godfather of internet marketing. He put on the first internet marketing seminar; we had Mark, whatever his name was, that created Napster, which is huge. It's like the first internet browser, 'coz back in the day when everyone was doing direct mail, Ken was one of the first people to take that online and... and, uh, yeah, almost all the big names, they've all come to him, but, uhm, yeah, i don't know, everyone just wants to keep credit for their success... for themselves. That's something I'd... no, something i've actually noticed as surprising 'coz for me, it just makes sense that you pay homage to your mentors but it's something that I haven't really seen a lot of in some respects but yeah, I mean, it's.. shoulder of giants; and that's why you and I were both at the titans events, right?

John McIntyre:

Cool, man. Before we get into this 7-figure funnel formula can you give the, uh, the listener just sort of a bit of a background on, uh, on who you are 'coz I just met you... really; but who you are, what you do, and we'll dive into the content.

David Urbanski:

Sure. Sure. Sure. Well, yes, so, I am a Canadian boy. Uhm, I guess to start off, I mean, I... I've been trying to succeed in business since I was seventeen... just fumbling and figuring it out. Canada's not as entrepreneurial as the States. We are kinda on the walk at the middle path which means socialism and capitalism can have a lot of, uh, peers and mentors that really could help me along the way; but I had a lot of different types of success and failures and tried every different model and then when I really, really, uh, I had one failure, back in 2006. I think with just a vending machine business and it was... the only reason was I just couldn't afford the equipment that I needed to... to... really do it the way it needed to be done; and I realized that I was spending all those money investing in products when I haven't generated any sales; and that was like when the light bulb went off and I realized that marketing, you know, one of my mentors said this, "Marketing can sell a nonexistent product, good marketing can sell a nonexistent product, bad marketing can't sell free gold", and so I just made a commitment to myself that I'd really master this marketing. and it's just... it's... it's.. it's changed. Everything's changed and it's been exponential growth ever since.

..so most recently, part of how I got to doing the 7-figure funnel formula was working as a senior marketing director for John Assaraf where I help build my third automated funnel. The previous ones halted under ten grand a month but they are still automated, hands-free... just sales coming in and then with John and I figured out the missing pieces that I had; and last year we did.. we did a launch that was about six hundred thousand, and then we did around another eighty thousand, ninety thousand for the end of the year. We had some tech issues; and then by the end of the first quarter this year we did about one point four million dollars at that one campaign, I wanna really require two staffs... three staffs you can consider the customer service rep., and then now, since I've left the company, uhm, they've done well over three and a half and i'm working with a handful of other clients and we're just duplicating the process and so there's more people that wanna work with me than I can handle and so, that's why I have this course to just help people and get products now, you know, I've got my own, uh, my own income source that's not for me delivering services and uh at the same time I actually

John McIntyre:

Nice, man. You have a lot of stuff going on.

David Urbanski:

Yeah. well, it's just about the journey... I mean, you're talking about that when your big takeaways are just people that have a mission and motivation; and reason to get up and, you know, I set a goal that I wanna help create two hundred new multimillionaire business owners to solve world problems with entrepreneurship and that's the real goal. That's the three to five year goal that I have so that means I have to get my course into the heads of at least a thousand people, yeah, you know, 'coz, I mean, and.. and not just into their heads but I need to make sure that goes through it... that they really learned it... that they mastered it and just you know, if we're talking about real percentages if people that implement probably need to get something more like five to ten thousand people through the course just to... to get the percentage of the people that'll, you know, go through it and implement it and get the full results... the full benefits you hope everyone will that goes through your course, right? But uh, some people, they don't, you know, they're not... the money might not be the goal, might be lifestyle, might be freedom, so they might not wanna use it to... to become a millionaire that might just wanna use it to be, I don't know, like some people I know that wanna make some money and live their life in Thailand.

John McIntyre:

That's the funny thing about thailand... man, it has just got... On the one hand, you got guys hustling hard and they really try like they're here to build a business to lower the costs and go to really big business and then cross the world, dominate... and you got others guys out here who want to make a two grand a month, even a grand a month and go live on the beach for the next five years.

David Urbanski:

Exactly. Yeah.

John McIntyre: It's an interest split.

David Urbanski: and they're really both right... 'coz i mean at the end of the day, all the pieces go back in the box, right? Uh, i mean. you can't take it with you

John McIntyre: Yeah.

David Urbanski: That's it. It doesn't matter. You do whatever you want here; but at the end of the day, it's just about doing stuff that fulfills you and that's why I want to help entrepreneurs who wanna change the world or solve world problems because marketing can be used for good and for evil; and I still have it in my heart, and even if I had.... even if I lacked an ethical bone in my body, it just would make... make sense. Like this is my tag line, your success is my success 'coz even if I lacked an ethical bone in my body it just makes financial sense that if you help more people and they actually get benefits from results, then it will pay you forward. They'll refer people to you, you know, they'll come back by again like... it just... you know... so...

John McIntyre: That's one of the funny things about it. It's like you can... I mean you could be a completely unethical, you know, person but like in business you'd be like a one hit wonder, you'd work once and as soon as...

David Urbanski: ...that one knows what it's like

John McIntyre: Yeah, so you could just take ethics out of it completely and you still have to play by the rules, like.. you still have to play as though you are an ethical person. It sounds a little bit sinister now. You still have, look yeah... like what I said, good business sense to do it regardless..

David Urbanski: Yeah.

John McIntyre: ...what you agree or believe you're the most ethical or moral person in the world... just makes good business sense

David Urbanski: Yeah, and it's really kinda disheartening when you see good marketers that sell empty boxes or do, you know, just, I don't know - they just try to suck money out of people and places, and then it kinda disappears, it just... I don't know, it's just uh, different type of person, I guess.

John McIntyre Well, cool man. Let's talk about this 7-figure funnel formula... what's getting you all these results. Let's, uh, let's start with like a big pitch or overview over of what it is...

David Urbanski Sure.

John McIntyre: ...and how does it work, and what's the sort of thinking, I don't know, if we could dive into some of the, uhm, big concepts of the nitty gritty stuff.

Sure. Sure. Sure. So yeah, I'm a, you know, fully transparent here... I'll give much content as I can with the time we have.. so, I mean... one of those most revolutionary things that happened to marketing was the decrease of the sales letters; so you know, the way this all kind of developed, I mean, back in the day, what business was a guy sales rep essentially with a horse and buggy, just going from town to town trying to sell his stuff and he would just end up knocking on doors and talk to the mother and father of the house and make his pitch; and move into the next door, and one day this really ambitious sales rep, he... he's trying to figure out how to get to more doors, "my wife, you know, she wants to have more kids, I want to take her on vacation, I've got to find a way to more doors in the day", and he realizes every time he goes to a door he kinda goes through the same spiel if he has never seen them before; and he thinks, "Maybe, I can just take what i usually say and write it down and I can pay a boy to run ahead of me and deliver the letter and then when I show up I just kinda summarize and answer the questions", and he starts doing that but he realized that some of the boys are coming back with money already and then he gets wise and you know, after talking to people at doors.... and now, all he's doing is pulling it to town and taking the sales letter and having boys distribute it and then they come back with their money and he gives them the product, and that's his little delivery system and then once the mail system really got up and running, he didn't even need that, he could just set up a remote office in Delaware or some remote island and just do it through the mail, and that's like the history of direct response marketing anyways. So, a lot of it evolved and so it's the same sort of concept, the sales letter was a cloned sales presentation, and so it wouldn't convert as well as the face to face presentation. If I get someone sitting in front of me, one on one, face to face, I'm much more likely to... to sell them, right? To convert them but consultatively, right? ...Consultative selling to figure out what's preventing them from buying; but the... so the sales letters are never gonna meet the conversion rate on a one per one basis but the difference is that you can scale

John McIntyre: Right.

David Urbanski: So the real core of the 7-figure funnel formula is creating not even just... not even just like a sales letter 'coz a sales letter is just one step but multi-step marketing campaigns. Multi-step marketing campaigns that clone that process.

John McIntyre: Okay, and how is it, I'm... I'm always curious, 'coz someone – like, I'm with a community and I teach people about, you know, bad e-mail marketing or bad sales funnels and that sort of thing on my end, and what I have noticed is that you sort of got, you probably see this as well, there's a lot of marketers out there and everyone talks as though they have their own method so I guess...

David Urbanski: Right.

John McIntyre: ...doing marketing, doing a sales funnel, doing that; but often I don't know, what I have seen out there is you start to think that a lot of it is very similar. At the end of the day, it's, you know, about someone and giving them some sort of pitch and then following up making sure you've got your, uh, your product dialed and what sort of... what makes your 7-figure funnel formula unique, what makes it unique. What do you think?

David Urbanski:

Sure. So yeah, and you're right. It always has been the same, so the difference with our technology or with this course is that it shows case studies and real life examples of people that were building it and using technology, because there are software tools out there that will allow you to do automation in a totally different way; and, especially, something that's been important for me is treating people different, I am writing a book called Travel Marketing: How to Double Your Business in Twelve Months or Less; and the concept of it... behind it that you have different tribes in your business and a lot of people, when they do e-mail marketing, they have like, uh, you know, their free offer, they make four... five.. you know, free, uh, they're, uh, whatever you wanna call them, lead magnet, opt-in pages... whatever you wanna call it, free report pages and that's just to build their list, right? And then everybody opts in and they all get dropped on the same list... same bucketlist and they get marketed too, and then you know, it's like soap opera sequences or whatever, but it's still very like... robotic in the sense that once you're in, you know, on day twenty one, you're gonna get three e-mails that'll pitch this product, and then you're going to get four e-mails of content and three e-mails to pitch this product, and it's... you know what I mean? And it's a little conversion rate because it's not... one, it's not behavior-based and two, it's just. it's... you know, it's not relevant to the other person that's on the other end. The other part that's different is... a lot of people... they don't focus with the end in mind. I mean... part of the big difference is that there's making a funnel to make, like we said, some guys' goals are to make a thousand dollars a month or two thousand dollars and kicking it on the beach and so they don't do any planning and then there's other people that they want to grow this big big company but they're not, let's just say this, let's just say you want to beat the four minute mile, right? Well, if you're planning your route that you're gonna run to try and beat the four minute mile through a swamp, you got cut-out for you and a lot of people do that with... with their businesses and their marketing and so that's kinda the stuff that we try to alleviate, issues we're trying to scale.. issues with even

John McIntyre: Yeah. Absolutely man. I mean, one thing I've noticed with... I mean, the... the tricky things are at, uhm, the times of the response in comforters like that is... I think that, there's so much emphasis placed on marketing tactics and strategies, like how to build a good sales funnel or how to write a good sales, how to learn to sway people to do stuff, but no one talks about how to choose a market that has a huge potential to scale, and that if you wanna make a hundred million dollars, you better... you gotta make sure you're in the right plot, like in the right market, 'coz if you're in the wrong market, you're never gonna make a hundred million dollars, j-just not... it's just never gonna happen. Uhm...

David Urbanski: Yeah.

John McIntyre: ...and so that applies in any level like to make a million dollars that's a very different question, how to make a hundred million which is different again from a hundred billion dollars and,

David Urbanski: Yeah.

John McIntyre: ...so it's sort of like actually finding my own life that it's very... it's actually quite helpful to start to think on that scale that before you optimize any... before you write sales... let us build a sales funnel, you know, the biggest and most important decision you have is like if your goal is to make ten million dollars, what you need to make sure is that you're in the market that has the potential to produce ten million dollars with a business VoIP.

David Urbanski:

Yeah... no, exactly. I mean, that's something I picked up from Michael Gerber, was the rule of ten thousand. He basically applied that everything... Michael Gerber, the e-methods is all about systemizing your business and when you systemize, it's about not being the focal point of yourself and being able to create something that you can duplicate and replicate; and so with the rule of ten thousand, suddenly, you know, like, take you, see... you wanna to take this podcast and make it the best, biggest, baddest, best podcast ever and you were subscribing to the e-methods philosophy while you approach it, you'd be like "Alright, well how would I handle it if I had ten thousand interviews, I had to book.. How do I schedule those... How would I plan that out? How would I contact those people.. How would i contact those people? How would I conduct those interviews? How would i do the editing for that... how do---", you know.. like all these sort of stuff all of a sudden... now you develop systems and processes where it's like "Man, we're gonna have this huge blood of water or whatever... a traffic of people, of work... coming through and you gotta have that like... dude, I mean, you have to have that built out beforehand. It has to make sense. You can't be having someone to show up and just throw them in and have them figured out... because that's something... they call that like uh... called Oprah effect. That's where I first... like, there are two things that happened that really made me start thinking about scale and how to use scale and malls that are scaled.

I was watching TV and there were some news saying about the Oprah effect; and I was like "What the heck is that?", and they actually, uhm, whenever they like.. feature a product or something like that.. or Oprah likes something and she just wants to mention it... they actually have to be careful because they've killed businesses because the business will just get slammed... it's like for weeks, phone will ring nonstop and that sounds like a champagne problem and in a lot of ways it is, but what happens is when the businesses don't have the infrastructure, when they don't have the ability to scale and you get all these customers, and all of a sudden, say, you've got a hundred and fifty customers

John McIntyre:

Right, but one thing I'm curious about is some of the nitty gritty stuff of how this funnel of yours, like, plays out... so walk me through like a typical funnel.

David Urbanski:

sure, well of course in every funnel you've got traffic, and you've got conversion, you got a conversion event whether it's your sales letter or whether it's a webinar or whatever it is, right? That's your sales... that's your sales event, whether you're doing a free event, and then you get people there and you're selling to them in person, so you got your traffic and your conversion and that is the basic fundamental for if I get a hundred people, and my conversion is ten percent I got, right? I got ten sales. That's great, so first thing you do is when you know you got a list and you got a product and a service that you know is built and able to scale then you need to build your promotion, and you need to just do the math so what i mean by that is you can't... if it costs you fifteen dollars to get a customer but you're selling a ten dollar product, you're gonna dig yourself through the hole really really fast so now if you... instead of having one conversion event, you have two conversion events, even though a smaller percentage will take a second purchase now you're gonna make sixteen dollars per... right? Now, you're making... you're selling a sixty dollar item and it's costing you fifteen dollars to get them. We have a dollar profit. Now, you need to be able to roll that out even though you're only making a dollar, even though you're only making two dollars, even if you're only making three dollars, as long as you've got your numbers locked in and you know it really really well, you can start to roll that out and so, you roll it out and see you got a hundred visitors, now you get.. a, uh, a couple hundred visitors... then you get a couple thousand visitors and you check your numbers, and hate to be making sure that you're optimizing and constantly scaling, and that you're already poised and ready to set up more of your backend and your upsells and you have to build up the business in the beginning toward the math, it just makes sense like you want your math to be so rock solid like that when you go through it. It's not an "if", it's just a "when", right?

John McIntyre:

Yeah.

David Urbanski:

So I mean the best situation is like with, again, with John, who is my client right now... they're spending six dollars and eighty-seven cents to get a lead but they're making twelve or forty something off of them, so they're doubling their money and when you have a situation like that where you're putting a dollar in and you're getting two dollars back how much you money do you put in the machine? Every freaking penny you can, right? So... and then there's... and then there... you'll have issues with technology things breaking along the way and people often get frustrated and turn back but essentially if I would have break this down to a really really boiled down concept, it's having a prop market, having a product that you can scale, and then having a funnel that converts and running traffics through it out of profit and knowing where and how to scale it, so if you're making one dollar for every person that goes through your funnel but you know for sure, without a doubt, that that's the one dollar I'm making and you need to get a hundred thousand people through that funnel and you'll make a hundred thousand dollars but then what happens, this is again... this is it... what starts to happen is when people get around thirty thousand or fifty thousand... suddenly they're.. They're not built the scale and their overhead gets jumped-up, or the technology starts to fail or..., right? they're having regulation issues because of what... they're making too much money too fast or merged accounts are shutting down... all sorts of things like that so out of barebone thing is traffic and conversion, if one conversion event will get you there, then you need two or three conversion events... four conversion events, but if you plan that out in advance, if you do the research in advance, then it's just a really safe way to.. to do it.. and roll out and scale

John McIntyre:

Okay. And so what do.. so let's say you set up a funnel.. Is every funnel... does it follow the same form like in the sense that you get cold traffic going to an opt-in page then goes to, say, an offer on the thank you page and then we say two upsells and then you have twenty seven e-mails sent out, you know, with a logic sequence. Do you have a certain formula you follow like that or does it vary and you, you know, you just sort of vary it depending on who you're working with?

David Urbanski:

Well, that also depends on the market; so, for example, I have a client that's in aroma therapy and she... you know, I'm not gonna say her name but she's gone through a couple of recent internet marketers funnels coz she has an online business and she's, you know, trying to improve herself and she just said that she just felt that having those upsells and downsells, that are kind of like being pushed upon her and she knows her market very very well, she's been doing it for like fifteen / twenty years so for her, we're doing... you can do that... that's fine.. but it just depends on the market... that's the small answer... so there isn't a whole lot under the sun.

It's like you said... it's about making... putting off, first and foremost, prospects, right? And every list you're either doing... you can only do... every communication message you send with your list can only do one of two things. It's either they improve and build their loyalty or it makes it more profitable, right? You're either building loyalty or profitability, right?

John McIntyre:

Yeah.

David Urbanski:

...and that can even be that you're building the relationship or you're solving the problems, that's another way to look at it but.. so that's.. i mean, that's as far... as far, like... so...

John McIntyre:

I like that. That makes it really simple when you kinda... you're either building a relationship when you're selling them something.

David Urbanski:

Yeah, that's it; and when you're selling them something but, that's why I changed it because selling isn't supposed to be hurting the relationship at all, like that's for your need to get permission to sell 'coz that's the other problem people get into and they try and scale thing out. Sure, I got this funnel... I'm making a dollar but they start to scale it and they're getting so much negative feedback that it crushes them, they'll start having regulatory issues, like, that's, you know, and now you have reputation management issues and that cause problems. People saying that you're a scammer or whatever or your stuff doesn't work; so it's not about... and you're fine... I'm not in any way trying to but it's that the loyalty and solving the problem... that's why i said that for a specific reason because again, that's what real business is supposed to do. It's supposed to solve someone's problem and if someone's not having that problem.. then you don't solve them and that's where you got the if then like that becomes really important like the if then decision diamonds or whatever you wanna call them because if someone seems interested then you need to ask their permission to try to sell them first because it's like when you start building a house, when you start building a building, if there's a small lean to it of like a degree or half degree, that doesn't really matter if you're only going one storey, two storeys, but if you wanna build that to be sixty storeys, seventy storeys every little lean at the base at the foundation makes a massive difference when you start getting above a certain level and so..

John McIntyre:

So that's like golf-swing when you're gonna take one degree difference on the golf swing, it doesn't make much.. doesn't look like anything when you're hitting the ball but two hundred - three hundred yards down that pitch the ball's off... you know, it's in the lake or it's in the trees.

David Urbanski:

Exactly, exactly, exactly... so I mean, a funnel is a funnel and you can have seven upsells and downsells and the front end, you can have five different webinars or five whatever... sales letters.. or whatever you want on the backend and that's fine but it has to make logical sense. It has to be like... so say for example I sell pools, so i just sold you a saltwater pool because you're some natural loving person and you don't want chemicals in your pool... excellent. So now that you got the pool, you know, or even before we start building the pool, we should check, "Hey do you have a fence because according to bylaws you have to have a fence if you don't have one or you can be fined..", "Oh yeah, fence is perfect... okay, well, awesome what about the patio furniture, right? ...like do you.. do you wanna upgrade your patio, i mean, we're putting this pool in and we're gonna be digging in up, did you want to improve, like the landscaping 'coz we've got these trees that are ten dollars?", like someone's already in... that's why they say, like you, when you get them they're already buying 'coz their wallet's out.. it's not even because their wallet's out... it's because they're buying to try and solve a problem and oftentimes, when people like... when I'm going out and I go to the store and I'm like gonna buy some plants for my garden, I'm like "you know what? I don't know if this one plant is gonna fill empty space as much as I need to. I'm gonna get this this this this just in case, right?" but when you're on the sales side of it you're like "Oh, I should try and sell them seven different things. That guy bought twelve things but it didn't make a logical sense" such an important component to it as well... bare bone fundamentals... you got a funnel, you're paying if you're running your cold traffic, any kind of funnel, you're spending three dollars and you're getting six, scale it. If your goal is to make a thousand or three thousand right? You just got to scale it. you got a thousand people through it but do you have the longevity in there? Do you have the ability to scale? is it thought out from beginning to end? i mean, that was one of Steven Covey's Seven Habits of Highly Effective People... begin in the end in mind. I'm sorry if i did, did i -- did i answer your question or did i go on a total...

John McIntyre:

No, this is good. It's interesting. it's - it has end up being quite a lot... like a conceptual or high level of chat because I actually thought that there would be like more... I suppose, uhm, nitty gritty. It's funny too, like the great thing about podcast is that I can get on and if some of these questions are relevant to, uhm, the funnel I am sort of running right now and I've got to improve it.. and that's why you know, I find it so interesting, but, uhm, i've just always been curious like you know, that's why I ask the whole is there a set formula that you use with everyone or does it vary? ...and what I've gathered... I mean, from this, what I've noticed with other guys like Perry Marshall and all this is it's... it's... I mean, it's just fundamentals... like you get some traffic and you add some conversion in, and the conversions your sales page, e-mail sequence, landing page maybe some upsales, and really you just try. I think it's Perry Marshall, maybe it's Jack Born actually, we did a podcast earlier this week together and he's got to sync all the traffic and conversion triangle which is where you, you know, to build a business you could bring traffic in and then you convert that traffic and make a fine start so your traffic thing conversion and then step three is, uh, economics which is really make money on that traffic, make a profit and then the profit thing goes back in the buy more traffic which then goes in the conversion. it's sort of this circle of life that's continually improving but when you have that mindset.. it's sort of like it doesn't really matter exactly what flow or funnel or formula you follow just as long as you're bringing in traffic, you're optimizing the conversion and you're optimizing your lifetime value of the customer and you just do that over and over again and maybe you lose money at first but eventually you're making two dollars for every one dollar you spend.

David Urbanski:

Yeah, and I mean, really... to be really honest, i don't know if losing a money is... I know a lot of people do that and if you got the money to afford that... I just think that that's a dangerous place to live in and you just need to have really sound and solid financial backing. I've read much from the trap philosophy where... which now there's the new book that's selling the same, you know, the same shit from before but it's now called the lean start up, but it's all the same thing. It's about having the concept and collecting the money in advance. I mean, gyms used to do this all the time and it would start building out a new gym or fitness center, they would get a trailer and they'll sit up in front of the building while these signs of saying its coming soon, they would sell memberships at a discount and you know, what's really funny is if they weren't selling any memberships. Guess what? Construction stops and they just went and did something else because instead of investing all these money in building, and being like, well now that it's built.. we're gonna make all these sales. No, there's still enough people that will buy it early on so I would just caution you about that but I mean, it's... it's... it's just like cooking. If you're to take cooking when you're starting out, you need recipes to follow and you need to learn how to use a crackpot, how to like not burn everything, you have to learn a lot of these tools and techniques... and that's what other people selling. a lot of people are selling a lot of courses on tactical stuff, they're trying to teach you how to be in the kitchen without blowing yourself up, and then you start with some recipes and that's where you get people that are selling really, like, this step this step that step, right?

John McIntyre:

Yeah..

David Urbanski:

but then once you've been cooking long enough and you've got enough experience, you can make your own recipes and make it happen and it's, you know, someone said this long time ago, like, the principles never change, the strategies sometimes change, tactics frequently change, and if you're playing at the tactical level. i mean, facebook advertising changes every morning, you know? when you log into your dash, what's new today? where did they move that button? yeah, so when you're at the tactical level, you--- you know it's a grind to keep up, and you're also at more risk to be automated to be made redundant or be replaced by technology or services or some sort of innovation so yeah, i mean it's just... we've just said that before, i mean, at the titan's event we really learned that it's about solid implementation of the fundamentals and having access to people who can help you who have already been where you wanna go because they can give you the answers you need when you need them and that comes from the theory about learning, sorry for rambling on and on..

John McIntyre:

Go on man

David Urbanski:

...but that comes from a theory I have about learning, you know, I never went to a university. I was accepted at the school of commerce but I never went, I went to Japan instead and i feel part of what has helped me be so effective.. my learning is that there is a drive that hey if i didn't go to school i better keep up them so it actually made very very studious but the other flipside is that everything I'm learning, I'm applying it as an I'm going so when you're lost and you're trying to get somewhere, you know like, how do I get to x and someone goes, "oh he goes straight down the road you take the third right and it's the first building on your left", do you need to rehearse that seven times? Do you need to cue cards out? Do you need to, like, try to bang it in into your head? No, it's like an empty puzzle piece that just clicks in and go when you do it and you know, maybe, you need to like, write it down just coz if you get distracted you might lose it in your short term memory, but generally speaking you don't really need to go through the rigor that you have to do for school and a lot of people say oh, now that i passed the test i can forget everything i had spent all the time studying and to me, that's just a mass waste of time, man. i hate stuff like that so I'm very much about like learning as I'm going but then making sure that I'm connected to people who have been where I wanna be, that way if I'm too focused on the next step or the next three steps and I don't see the cliff I'm about to go off of. I've got people that will go "You... you might wanna go in that direction instead."

John McIntyre:

Yeah, absolutely man. Well, cool. This has been fantastic man. We're right on time though so before we go, can you give the.. uh, you know, where should someone go if they wanna learn more about the 7-figure funnel formula.

David Urbanski:

Sure. Sure. Sure. We got a webinar on it, and they can go to [bestbusinesscoach.ca](http://bestbusinesscoach.ca), there'll always be a link to it there and of course, you can find me on Facebook or any of the social media sites you can reach me, I'm just another person so, just like you. Yeah, [bestbusinesscoach.ca](http://bestbusinesscoach.ca), and LinkedIn, Twitter Facebook, all that stuff.

John McIntyre:

Cool. Cool. All of those links are at the [mcmethod.com](http://mcmethod.com). Daryl, thanks for coming on the show man

David Urbanski:

Yeah, thanks for having me.