

Entre-Talk: Takeaways from Funnel Hacking Live



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Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: Takeaways from Funnel Hacking Live*.

This is *Better Than Happy*, the podcast where we study what the healthiest, most successful people in today's world think, feel and do. And we leverage this knowledge to create our best lives. Are you ready, little bird? Let's fly.

Okay, you guys, I promised you online that I would do a podcast episode and share some of my takeaways from Funnel Hacking Live. And so I'm sorry it's taken me a little bit of time to get this episode out. I'm actually recording it right after Funnel Hacking Live. But by the time you hear it, it's going to be a month or so out. And I just want to say that was my first time attending this event.

So if you are looking for a live event to attend, I highly recommend Funnel Hacking Live is a great option. Especially if your business is anything like mine and you're doing online marketing or you want to learn how to build funnels and you're curious about funnels and online marketing. What I loved about Funnel Hacking Live compared to some other events I've been to, and there are several conferences that I really am a big fan of. Every year I go to EntreLeadership which is Dave Ramsey's organization puts that one on and it's a great event.

If Life Coach School does an event I will be there unless there's a scheduling conflict, I'm going to be there. I love everything that Brooke Castillo does. And this event definitely held par with those events. What was a little bit different about this one than some of the others is it was a mix of what you might call motivation. A lot of times at these events, you have really amazing motivational speakers. So we got a lot of that.

We also got a lot of practical tactical strategy and ideas and best practices that we could take home and try out, which I really liked. I liked that mix. So I got to speak at Funnel Hacking Live this year, which was amazing. What an amazing opportunity to speak in front of 5,000 people on that stage with some of the best speakers ever. I felt so, just humbled and honored to get

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to do that. So I want to thank the team at ClickFunnels for taking such good care of me and inviting me and everyone there for receiving my message so beautifully.

I have so many things, I was flipping through my notebook just now of all the notes that I wrote down. Do you do this when you get home from events by the way, do you write a bunch of things down and then never look at it again? I have been guilty of that in the past. So what I recommend is that you flip back through and find the gems. I do think that actually a lot of it is already sort of internalized. I don't like to overwhelm myself and think that I have to implement everything I learned at a live event or that I have to take all of my notes and learn them all or anything like that.

I'm not talking about overwhelming yourself. I'm just saying if you take notes and you never look at it again, what's the point of taking notes unless that's part of your learning process, which is legit. I think that is a part for a lot of us. So I like to know, listen, I've got a couple things I'm going to try and maybe that's enough for now. But as I was flipping through this notebook a couple of things stood out and I want to focus especially on one particular talk. But let me give you just a couple of gems first of all.

There was a speaker who talked about email newsletters. And the way he presented email newsletters was something I'd never heard before. And there are people who are putting out, and he called it an email newsletter. Of course you could call it a lot of different things. But there are people doing email newsletters that is basically how they're generating revenue.

So Perry Belcher was the speaker who talked about this topic. And the way he presented it was that if you have a really good high quality newsletter, meaning you're sending an email to people who subscribe at whatever frequency, probably once a week. Maybe some of these people I think were emailing every day. But you are curating really useful information and you're linking people to the different things that they are interested in.

Let's say you help homeschool moms. If you have an email newsletter that goes out that links to different tools and resources for homeschool moms or

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homeschool parents I should say, then that might be of value to people. and through those links you can have affiliate situations where you're making money or things like that. So there's actually a whole world of people making lots of money just having a really great email newsletter and building an audience of people who want that newsletter. So that was kind of interesting to me.

I'm not going to be doing that in my business I don't think, never say never, but as of now, that's not really my goal. Because the main way that I want to serve in the world and make impact and generate revenue in the business is through my own coaching programs. But it did make me rethink my email that I send out every Tuesday. It's called Take Tuesday right now but we'll probably be rebranding it and up-leveling it here in the near future, I still want to make it really short.

I think that's what people like about my emails is that they're short. And that I give some kind of really, I try to make it a really impactful thought, a way to think about themselves, their world, their life, their business, their family, whatever it is. I'm still going to keep doing that, but I'm going to include a couple other things that I think might be interesting to people.

Some updates on what is happening here in our business, some opportunities, some kind of behind the scenes or reminders for people who are in our programs like, "Hey, did you know this week in The Lab we coached somebody on this particular topic? If you're in The Lab and you missed it, go here and you can catch it." So it's kind of a way to curate information for people. We have information overload. And your, what is typically known as an email newsletter can be a great way to just curate the best of the best that people might be interested in.

And so we're going to kind of rethink our email newsletter in that way. Another sort of takeaway that I had when it comes to this practical tactical strategy type stuff is that I need to be thinking a lot more creatively and trying a lot more things when it comes to marketing and selling my offers. It was just really inspiring to see so many people doing so many different things and just the amount of creativity that goes into it. The amount of

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different things they're willing to try and just the amount of time and energy that needs to go into really being successful.

And that's true if you're just starting out and it's true if you're having seven or eight figure success. I saw people at all levels talking about how to get creative and how to try out different things to help your audience move forward. And I just think that's important to know. I'm not trying to overwhelm you by saying, basically what I'm saying is it's hard to sell stuff. It is, it's hard to sell stuff. It's hard for everyone to sell stuff. I'm not trying to discourage you because it is doable.

If you're serving people in the right way and you're providing value and you're learning the strategies that I teach or whoever is your coach or your teacher, you can do it. It's definitely doable. It doesn't even have to take a long time or a lot of money. It's just I think that we sometimes have this illusion that people who are really successful, it's not that hard for them anymore and it is still hard for them. And so I want you to take that as proof that you're not doing it wrong or it's not that you're not good enough or that you're not going to succeed.

It's just challenging and you have to keep reinventing it. You have to keep trying new things. I did love too the energy of ClickFunnels is very playful. So while, yes, it's challenging, we don't do it with discouragement, there's a lot of playful, let's try this, that would be fun. How do we have fun with it? Your audience and your potential clients or customers or students or whatever you call them, they're going to have fun. If they're having fun as they're getting your marketing, as they're getting your ads or they're getting your content, if it's fun, we want that.

It doesn't feel like somebody's selling us something all the time if it's good, fun, playful, creative content. Okay, so that was really a takeaway from me is that I really want to experiment with doing some more fun things in my videos that I put out online. And just the content that we're putting out, both the paid and the unpaid.

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Okay, the last thing I wanted to share with you that came from one of my most favorite talks at Funnel Hacking Live was by Dr. Benjamin Hardy. If you don't follow Dr. Benjamin Hardy, you should, he's amazing. And he has a new book out called *10X is easier than 2X*. And I did a whole podcast on just the title of that before his book even came out because I love the concept so much and it really made me think. Now that the book is out and he's fleshing out these concepts a little more, I had so many major aha moments.

So here's a couple, first of all, he quoted a gentleman named Dr. Alan Barnard, who I think he quotes a lot in that book as well as saying, "If you're not going for something impossible, you are operating from your past." Just let that sink in for just a minute. If you're not going for something impossible, if you're not setting an impossible goal, then you're operating from your past. Now, it's not wrong to operate from your past. It's just to really maximize as possible you want to be operating from your future and this makes sense. If the goal is not impossible, of course, it's coming from my past.

So this is what Dr. Benjamin Hardy had to say about the past that really blew my mind. He said, "We walk around thinking that the past is sort of dictating our present." He had an arrow from the word past up to the word present. And that's how most of us think about it. The things I've done in the past, the things that happened to me in the past, the experiences I've had in the past have crafted my present experience.

But he said, and being a PhD, all of this is backed up by research. He says, "It's much more accurate, actually, to draw the arrow from present to past." In other words, the present is determining the past. How could that be? Well, because our memories are living, changing entities. So it is more accurate to say that your present is shaping the way you're remembering your past and the way you're thinking about your past than to say that your past has created your present. What? That was pretty mind blowing.

Now, the other thing then is he drew an arrow, most of us think, what I'm doing today is creating my future. And he drew the arrow instead of from

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present to future, he drew the arrow from future back to present. He said, “What we want to be doing is letting our future be the filter for our present.”

Whatever you think is going to be your future, whether you’ve chosen it consciously or not, whether you’re consciously thinking about the future or there’s just a part of you headed towards whatever you think is coming. That future is the filter by which you are living your present. So we want to be more intentional than about what we picture in our future. I don’t know about you guys but this is really hard for me to do. And he had us do an exercise. I can do it sometimes if I go further out in the future, five years from now, 10 years from now.

But he said, “To practice asking yourself what is the biggest growth or change etc., that you’ve experienced?” And he has you look at your past to sort of train yourself this. But then after you do this with your past, he wants you to ask yourself, by the end of 2023 what impossible goal do I want to put out there? So I’m recording this on October 6th. I think it’ll be end of October when you hear it, maybe beginning of November. That only gives us two months.

By the end of 2023, in the next two months, what impossible goal do you want to achieve? Does it hurt your brain like it hurts my brain? Because it makes my brain go, “Well, I don’t have time to do something impossible. If I’m going to do something impossible, it sounds big and challenging and it would take a long time.” And he says, “The more you can ask yourself that, what impossible goal do I want to achieve in the next five years? What impossible goal do I want to achieve in the next year, even in the next month or by the end of the week or by the end of the day. What impossible goal do I want to aim for?”

It’s just a different way of thinking about the decisions you make. And this stood out to me too. He said, “That future filter determines what you do and what you say yes to, but even more importantly, what you say no to.” That really landed for me. How about you, entrepreneurs? If you’re kind of feeling like you’re swimming your way through trying to figure out how to

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build your business. Then it's going to be challenging to know what to say yes to and what to say no to.

But if you put an impossible goal out there for yourself that you're going to try to achieve then it becomes much more clear what to say yes to and what to say no to. The other thing that he said was to think about your future as a rough draft. So that doesn't mean we have to know exactly where we're going or that it's not going to change. It's going to change a little bit. We're going to modify it as we go. But to think of it as a rough draft.

And then last thing I'll read here, I wrote this note down that he said, "Get insanely connected to your future self. Get insanely connected to your future self." There's one more Benjamin Hardy quote here, I have to read. He said, "What keeps us from our big goals is a clear path to a lesser goal." What? Let that blow your mind for just a minute. Now, I have to apologize because I think I know a lot of these quotes, he's quoting other people, but I didn't get to write down all of their names.

So I'm just giving the credit to Ben Hardy, but what keeps us from our big goals is a clear path to a lesser goal. Oh, wow. Okay, there's one more person I have to mention, Myron Golden. Maybe some of you are familiar with Myron Golden because he has a really big following and he's an author and a coach. And I did not know about him until this event, but I'm so happy to have learned of him. He said a couple of things about money.

In fact, I was just on Instagram and saw he had a quote come up that said, "Your money problems are really only the result of making money too slow", which is brilliant. But what he said at Funnel Hacking Live that I loved is he said, "Money won't solve all your problems but it will solve all your money problems." And Myron Golden is just, I don't know, I'm just really excited to learn more from him. He talks a lot about scripture.

He relates a lot of his beliefs about money and success and being an entrepreneur to scripture and he knows scripture really well. And gosh, I have so many more notes here and so many more gems, I wish I had time to share it all with you. But those are some key takeaways that I thought

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would be helpful today. And I highly recommend if you want to go grab a ticket to the next Funnel Hacking Live and let's hang out. I'm going to be there, I don't know about you, funnelhackinglive.com. Just a little plug. Just a little plug.

Okay, you guys, thanks for joining me today, entrepreneurs. I love you all. I will see you next time. Take care.

If you are a coach, healer or expert who is not yet making six figures, or not sure you're set up properly to grow to seven figures and beyond, go take my free training. It's at jodyfree-training.com. I'll see you there.