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MIKE KOENIGS

CAPABILITYAMPLIFIER

How to Create a Sales Referral Party

Charles Byrd Interviewed by Mike Koenigs



The Shortcut Series

Referral Party

PROVIDE **MASSIVE VALUE** TO PEOPLE IN YOUR NETWORK AND **BUILD LONG-TERM RECIPROCITY.**

CAPABILITY AMPLIFIER: MIKE KOENIGS & CHARLES BYRD TRANSCRIPT



Charles Byrd

The Pure JV Traffic System, it's a way to get way more clients without wasting money on ad spend. There's way less risk, unlike paid traffic, where you're dependent on algorithms, and you have, typically, a single traffic source versus diversified traffic sources.

Mike Koenigs

Focused on helping founders do one of three key things. They either want to exit their business and do what they really want to do. So I like to ask them, "Answer this question, what I really want to do is blank, or the reason I'm doing what I'm doing is so that I can..." And I can guarantee...

Hey, welcome to another episode of Capability Amplifier. This is Mike Koenigs. I'm here today with my good friend, Charles Byrd. Charles?

Charles Byrd

How are you, Mike?

Mike Koenigs

I'm great. I'm super excited because we're going to be doing a sales referral party. And this is by far the fastest way to get customers, that I know of, that requires no website, no CRM, no advertising, no budget, no anything, other than two people connecting and sharing referrals, but there are some really specific strategies involved in making this work. So what I want to do right now is we're going to go through the process. I'll describe and explain what it is, but maybe for people who've never met Charles Byrd before, why don't you describe what it is you do so they have a little bit of context.

Charles Byrd

Sure. I help businesses scale by creating joint venture partnerships. This is warm, endorsed joint venture traffic, and beyond the warm traffic, we look at the conversion mechanism to make sure it's converting two times better than ever before.

Mike Koenigs

Very, very good. I've known Charles for several years and we do this regularly. So we've both gotten some fantastic customers because of doing these referral parties. So basically the best way to set this up and frame it and also know that right now we are recording a podcast. We're actually going to exchange referrals and I am writing a book. All this is simultaneous because I've got Colin Campbell on here, who's taking notes, and we're transcribing this in real time. I'm a big believer in operating on a meta-meta-meta level.

But basically here's what happens. You schedule a meeting with someone who you believe you can add huge value to, in terms of providing referrals. And then you schedule a timer for one hour. So this is my little timer and I'd hit the start button. Each of us gets a half an hour. And the way it works is I'll say, "So, Charles, what kind of offer do you have available right now?" And you'll describe your offer. And then, "Who's your perfect audience for that product of service offer?" Blah, blah, blah.

I like to say, who isn't? Who do you not want? And then we go through, each of us, we start with our list. And I always recommend that you start with your mobile text connections, because those are the most recent and most intimate. If you're a WhatsApp user, you'd use WhatsApp. Then go through your email and sift through that and look for some of the people that you communicate with the most. And Google actually does a good job of giving you your most frequent connections, so you look through that. And then you can flip through your database.

And the goal is to capture four to 15 people. And then what you do is record a video. And I like to do a generic video. And then I do some specialized ones because sometimes it does require, it'll be like, "Hey, so-and-so..." For example, my friend, Ken Rutkowski, who I'm going to reintroduce. You've talked to him, you've done stuff with him before, but I think you can provide more value to him and the METal organization if I just tell Ken why he should have you back on. So that would be a really specific intro or reintroduction.

And the basic idea then is to create some fantastic results quickly. And what happens then, this is the most important thing of all. This is not a talking-about-it referral party, this is a do-it-in-real-time. So the last part of the half an hour is record the intro and start making text and email introductions in real time. And then the little 30 minutes goes off... and we flip sides.

Now, what always happens when this is done correctly, is the other person starts getting responses in almost real time. In my experience, your response level is typically 90%, even more. I don't have anyone ignore me, especially if I'm using mobile text. And adding a video is a really nice touch. People are like, "God, I should do that." That's the response they have.

Charles Byrd

That happened to me yesterday.

Mike Koenigs

Yes. And then what you want to be equipped with is a click-to-schedule link. So I really, really recommend that you have any one of the services like Calendly or, I don't know, what are some of the other ones that you use?

Charles Byrd

ScheduleOnce, which is now OnceHub. InMotion is another. And one other tip with those links, getting the links, number one. Number two, creating a simple URL. Mine is meet.charlesbyrd.com, and it just redirects it.

Mike Koenigs

That's a really good idea

Charles Byrd

Forwards right over.

Mike Koenigs

That is a really good idea. So what I have on my end is when you can create shortcuts on iOS, on Apple, for example. So mine is S1 and it generates a quick link that says, "Here's a quick link to schedule a meeting with me. If you don't see something on that schedule, respond, and Lori, my EA, will get back to you with some other options." It's just like S1, boop, and it's instantly sent. So there's something that I do. So with that, what do you say we tear into this and do it, knowing that we're going to modify the structure a little bit to both make this an entertaining podcast and demonstrate each of the steps where we're kind of going back and forth, where normally I just do one person for 30 minutes, the other person for 30 minutes

Charles Byrd

Sounds great, man. Let's go.

Mike Koenigs

Okay, great. So here's what we will begin with. You already described what it is you do and why don't you talk a little bit about your offer. So if I were going to shorten the cycle of getting someone to the yes, what should I say about you? And do you have anything to show off in terms of... Like, I'm going to show a couple slides to demonstrate and show what I typically sell, what the results are, but do you want to describe that in a little more detail?

Charles Byrd

Yeah, absolutely. I'll share a slide right now. What this is the Pure JV Traffic System. It's a way to get way more clients without wasting money on ad spend. There's way less risk, unlike paid traffic, where you're dependent on algorithms, and you have, typically, a single traffic source versus diversified traffic sources. And it's a comprehensive end-to-end system that not only focuses on warm endorsed traffic, which again, converts three times better than cold, if not more.

I was chatting with someone yesterday where, for high ticket, the warm traffic converted 25 times better. And it's focused on the conversion mechanisms, as well. So outcomes are a unique JV strategy, that's again, risk free. Number two, how to identify your most profitable JV partners and the system for building and connecting and managing those relationships. Number three, which is my favorite part, how to get the deals closed, knowing exactly how to do it.

I can be introduced to someone new, as can my clients, because I show them how, and they can have a JV book to someone's entire audience in 20 minutes without them ever seeing any of their stuff. It's how that conversation's guided. Number three, the done-for-you end-to-end system for operationalizing it so it's completely simplified for you. There's nothing to figure out. And number five, how to turn each of those JVs into two or three more.

So those are the outcomes from this offer. I of course have a litany of great case studies. I'll mention one just because I love this guy. Jackson Milan, he's out of Australia. He has an 11 K offer, helping businesses focus on their core numbers and retain more personal wealth. Last March, more than a year ago, he was doing three-to-one on Facebook ads and enjoying that. And then Facebook shut down his account. Rug pulled. Full lead source vanished.

He was referred over to me, thinking he was already okay at JVs. I showed him how to JV the way I helped clients do. He turned the volume knob up to 11. Not everyone needs to do this. He booked 70 joint ventures in two months. I checked in with him a couple of weeks ago and he's at six million. Two million in cash collected, four million in backend revenue. And that's precisely who we serve, million-dollar-plus businesses looking to scale with joint ventures and they want a plug-and-play system to do so.

Mike Koenigs

That's awesome. Well, what I always think when I look at your offer is, man, and I say this with all love and respect, which is I still think your plan's too small because I think the JV approach could be adapted even more, away from traffic, but bigger-ticket relationships. And that's something that I want to continue to work on with you because I think you could sell a much bigger-ticket offer and provide value to much larger businesses, outside of traditional info products.

Charles Byrd

Sure.

Mike Koenigs

I was just brainstorming that when I was looking at it and I'm like, that's something that you and I, want to work on with you, is going up another tier because I think I just see some bigger opportunities out there. As I'm going through my database, I was thinking about this last night knowing we were going to do this. So I hope you can hear that.

Charles Byrd

On, game on.

Mike Koenigs

I see an even bigger game for you.

Charles Byrd

I love it.

Mike Koenigs

Okay, good. So I'm going to show you what I've got right now and I'm going to break one of my own rules, but I don't believe in rules. I always say to people, do you know what rules are? Have I told you this before?

Charles Byrd

I don't think so.

Mike Koenigs

Okay. So Charles, do you know what rules are?

Charles Byrd

What are rules, Mike?

Mike Koenigs

They're for other people. Same with lines. I don't believe in lines or rules. They're for other people to stand around. I want to know where the back entry is. I want to walk in right into the green room and hang out with the star. So I'm always looking for shortcut shortcuts, shortcuts. And my offer is really focused on helping founders do one of three key things. They either want to exit their business and do what they really want to do. So I like to ask them, "Answer this question, what I really want to do is blank," or "The reason I'm doing what I'm doing is so that I can..."

And I can guarantee you, everyone has one of those. They're usually not living in their perfect version of their future-focused vision of themselves, or at some point they realize they're thinking too small, they're selling to an audience that they've outgrown. So as I like to say, you've outgrown who you are, what you do, why you do it, who you do it for.

Everything that I do these days revolves around helping the founder escape from their existing business that they just don't want to do anymore, and then do the next best thing. So it's a reinvention. Or they want to sell a higher-ticket product to a higher-ticket audience and they're struggling with the messaging. Or it is a founder that has exited and they're like, "What should I do next?" Idle hands do the devil's work, and I've known a lot of founders who wind up... A couple of things happen. They sell their business and they realize their core purpose went away. And the more they sit around, the more hesitant they get and the less courageous they get. They get fearful and they get afraid of losing their money or making mistakes or looking like they don't know what they're doing. There's all kinds of little demons that show up.

So my goal is, I do these workshops. We call them Vision Day Workshops. They're one-on-one experiences with founders and the outcome, the result that we produce, is the following. So I'll go over the who afterwards, but we call it the Business Multiplier Toolkit. And this is actually someone, Colin was on today and he just interviewed Michael Chiu. They ended up doing over a million dollars. They did \$880,000. So we spent three days together, created a new offer. He went out and presented the offer to, he said, 80 to 90 people in the room and they did \$880,000 that day, another 80 committed. They had 960,000. And from what I remember, it was somewhere in the neighborhood. Colin might have to signal me in chat as far as what the final number was. \$1.2 million. He just did that.

So, basically, what I love to tell people is I can sit down and help you reinvent or recreate and produce anywhere from \$100,000 to \$1 million very, very quickly, and more. This is not just a part-time thing. Here's another one, a guy that you introduced me to, Kane Minkus. I had forgotten about this until we were talking the other day, but you had said that we were together when this text came in and Kane had closed the \$250,000 deal. Do you remember what that was?

Charles Byrd

Yeah, I was sitting right beside you and we were chatting about that and you're like, "Check this out," and I'm like, "It's amazing."

Mike Koenigs

Oh my God. Yeah, it really is. So that was his highest-ticket deal he had ever closed. And then he had adopted the same model, which I call it the small container short tail model, and closed a \$75,000 deal. That was pretty cool. But here's basically what we do inside three days. We create a category one brand. One of my favorite brands I ever created was the lifestyle investor for Justin Donald, which, it's massive now. Rich Dot Life with Tom burns, Sell My Business with Joey Osborne, Billion Dollar Exits with Coran Woodmass.

This setup is all financial related, but we also did Yield of Dreams with Charlie Epstein, who's a strategic coach member. But it's like, what is going to stand out and have some sizzle and be memorable? And then we craft an offer and a sales pitch. So that would mean it's a whole pitch and an offer and the price in a way that you could

present it in front of an audience of one or an audience of many, or do a video, which is one of the things we do. So we've got designers making this in real time while we're working.

And then we craft credibility boosters. So it would be a podcast interview, more than likely, along with social content that can be repurposed and reused. All of this is shot in a professional environment. I'll show the studio in a moment. And then we also are creating articles, sometimes even creating the foundation of a book. So you've got videos, articles, collateral in a book, and that also would mean lead generation and collateral materials. Sometimes we create derivative content that become handouts or worksheets, some sort of IP.

And remember, we're doing this in real time. It blows most people away because we get done in three days what takes people three months, 18 months, three years, or never. In many cases, we also figure out the size of a market, oftentimes researching databases. So we build a sales system, that could be like an automated webinar. And then we figure out a simplified cost-effective business model and delivery.

I can usually look at any business and find a way to simplify it dramatically, but also increase the profitability dramatically. So those are the key takeaways. And Joey Osborne said something really good, and this is another way of looking at it, is most businesses they can say, "Hey, we're the best in the world at what we do, but nobody knows about it." And I always say, there's a reason for that, which is usually you got no sizzle, you talk too much and you teach too much and you sell too little. So what we really do is we add the sizzle that's missing and that's what can increase the value of a business by two to three X. But it also can increase the value of an offer by three to 10 X. And Joey said something which is, dollar-for-dollar, adding sizzle is the highest ROI investment you can make.

All right, that took longer than I expected but I also think it's important for everyone to understand that it is really important that your referral partner really, really understands what it is you have to offer. And going through a quick pitch will enable them to think, who do I know who could benefit from this right now? And before I show the who our perfect target audience is, which is also a learning experience for everyone watching and listening, while I went through this, did you have some names pop up in your head that may not have if we hadn't done this?

Charles Byrd

Yeah. I mean, understanding who your ideal clients and avatars are, the names start rolling through my head. You and I are doing this in the context of a referral party. I'll just remind folks listening, you can do this on damn near every call you're on.

Mike Koenigs

Totally.

Charles Byrd

By understanding what they do, you can offer connections and then they'll ask about what you do. And since you were proactive in asking, they likely will offer to do the same.

Mike Koenigs

Yeah, exactly. And that is another thing is now you're going to look at people and say, how can I help this person? Who can I open my Rolodex to? It changes the quality and the type of relationships you have. I've had people, this happened some time ago, it was about five years ago after I'd gone through, we'll call it my sixth substantial reinvention, business reinvention. I had proposed doing a bunch of work for a potential client, who ended up being a bad person eventually. I didn't know it at the time, but they were liars. But what wound up happening was

I had proposed doing a bunch of work that was going to take a lot of effort and they were scoffing at the rate I wanted to charge.

And then I realized what they really wanted was access to my Rolodex. They wanted introductions. And I ended up doing a deal where I took them to an event I was already going to, that I had exclusive access to. And it was an expensive event where there were no tickets available. So there was scarcity right away and I got them in. And then all I did is spent two hours introducing them to a bunch of people who were already there, who I knew well, who I knew they could do some value together.

And I got \$25,000 for going to an event I was already going to and making two hours of introductions, with no follow up required. And I was like, "Oh, oh, connections. All right." So it really opened up a lot of possibility. And that's really where you start thinking about organizing connections more effectively and connecting people. And I'm going to just say one quick thing about you, Charles, is you have an amazing way of tracking people and who they are, with something you call the Brain. And this is getting off on a slight tangent, but I'm going to just throw it in there anyway. Can you do a one-minute commercial for the Brain?

Charles Byrd

Sure. I'm launching that right now and, as I do, I'll also point out that, as you're having these conversations, like the people I introduce Mike to, not every one of those is going to become a client, but what are winning outcomes from those conversations? Winning outcomes include A, maybe they do become a client. Maybe they become a joint venture partner. Maybe they become a referral partner. Maybe they become a strategy partner, where you're sitting down and going through each other's strategy, finding ways to tighten it up and improve it.

So by understanding what the winning outcomes are, from different conversations, you can guide the conversation toward the greatest win for everyone involved. And that frequently does involve landing them as a client or creating a joint venture with them. So I've got the Brain up here. This is all in prompt two. Okay. So what this tool is a dynamic mind map. Most mind maps, they're pretty handy, but after they get big, they get very unruly, where this one adapts around what you are looking at.

You can use this for any type of information. I use it for tracking relationships and who is an expert at what. So Mike, let's say the book we're producing right now on this podcast, you're like, "I want to get this book out on other people's podcasts." So I come to this thought I have in here called people, contacts and resources. And this is an array of different verticals, high-ticket people, health and wellness, masterminds, events, SaaS, voice coaches, whatever the topic.

So I'll come down here to podcast, because we want to get you some publicity. And here are some of my podcast friends and connections. So from there I can look at okay, who is in the right niche and market for the message of this book? And then I can start intro-ing you. So as an example, my friend, Kyle Gray, these are the intros he and I have exchanged over the last few years. And some of these have become his best friends. Some have become clients for him.

He sent me an intro day before yesterday. So we're always looking out for each other. And then it's also a matter of keeping track of where you met people. So friends of mine from the Pathfinder Mastermind, here they are. And the related connections around each person. It's a never ending web of what is the most valuable asset on planet Earth, and that is relationships.

Mike Koenigs

Dude in Israel, for example, I see that on there. It's really funny. But I wanted you to show this off because one of the things that Charles has to offer, kind of an intrinsic value is, in addition to all the JV relationships, he has a web in his head of many, many, many connections. And he's like, "If you want something, you talk to Charles." I know for example, if I want to meet someone, I like to say, if you want to get the Pope on the phone, there's one

guy you calls, his name's Joe Polish. Okay. If you want to do some joint ventures or think about JV relationships, Charles Byrd's your guy. But also you've got a system behind what you do.

So with that, I'm going to show one more thing, which is super, super valuable and it is going to be the who. So let me show you who my who is that I want to attract for this offer so you can think about who those people are. First of all, they are B2B founders, owners, CEOs. I do not work with employees. They have to be the owner of the company with decision-making capabilities. I prefer B2B only because B2C takes a lot longer to get momentum for stuff that we do. And typically with B2C is what I'm going to be better at is helping position the business for a sale anyway, or to be acquired or to acquire other businesses, rather than incrementally increase sales.

And that simply comes down to, I don't find it fun to think about where there's an extra nickel that can be squeezed here or there. And I don't like social media as a vehicle for generating leads. I just find it very uninteresting and distasteful. And also, I prefer higher-ticket offers. So I put one to 150 million in sales. It can go over that. I've worked with some billion-dollar firms and billionaires, but I've found that once they're much bigger than that, I'm not talking to an individual who can make a decision. They have to go to a board, which is boring to me and slow.

So if I can't break the laws and cheat and get to the head of the line, I don't want to do it. If I'm frustrated, you don't want be around me. They've got to have proven success, transformations, testimonials, social proof, a history of being coachable and coached, which means they're most likely belongers of YPO, EO, Vistage, Strategic Coach, Genius Network, Abundance 360, some sort of group where they've already invested in themselves and seen massive results from being coached. Right?

They have a mindset of, I have a message, I want to be a trusted authority. They know that a strong, personal brand boosts the value and pricing of their products and services. That means they most likely have written a book. They're speaking already. They're doing podcasts or on them. And they might even be media trained. That's not critical. But again, it shows me that they're already converted in their thinking, and realize the potential. But here's another one, they're willing to experiment, iterate and testify and breakthroughs.

In other words, if they're like, "What's the guaranteed ROI of this?" I know they're not the right person. It's because if you want guarantees, go to a bank. I ain't a bank. You got to be willing to test and experiment. And if you're just worried about pinching a nickel and squeezing out another nickel, I ain't your guy. I like to say I'm a nuke in a forest and I clear all the trees and there might be bodies laying around, but I'm going to get it done and I'm going to get it done fast. I'm not a surgeon.

Charles Byrd

That's a hell of an analogy. I'm in a sales cycle right now with some folks that they have a list of all these major things, like add a million and this and that, which is great, but it's also like the investment compared to the benefit, it's like 30 times. It's like-

Mike Koenigs

Run away, run away. Just charge for a day and say, "I'll go through and answer these questions. I'll make some connections and intros." But the last thing you want to do is pass along a pain in the ass to people you care about. They'll never respond again. There's no win there.

Charles Byrd

Oh, for sure.

Mike Koenigs

I have a PITA factor. No a-holes, no PITA. A PITA is a Pain In The Ass. Not allowed, ever. So here's how I measure that one. All I ask, and I meditate on this, will this person, place or thing ever create more than 5% aggravation in my life? If the answer is, "I don't know," it's a hard no. And I know right away. This person sounds like a total aggravation, pain in the ass. Just dump it, walk away. Because if you allow that bad energy into your sphere, it'll suck up 80% of your energy thinking about them.

Charles Byrd

Yeah, I agree. I love having top quality group of people around me and everything feels better. You get love and support. You're able to give the same and it's a super satisfying way to live.

Mike Koenigs

All right. So let's move on. I'm going to show you one last thing. This is a huge distinction. It's made a massive difference. I got it from Justin Breen, who's also one of my favorite, favorite parties. Kolbe Quick Start 8-10. If you're not familiar with what the Kolbe index is, look it up. K-O-L-B-E. I have found that high-fact finders suck as customers. They're great support people. I do not want to do business with them because they ask too many questions, they want their assurances, and they have to think about it. It is just like, ugh. It's just a horrible experience. It's no fun for me and I'm not going to do it.

So Kolbe Quick Start 8-10s. Not a seven. I will sometimes work with sixes, absolutely not. The higher the quick start, the more they're willing to experiment, test, say yes and do something. And if there's hesitation and any whining, it's not allowed. So that's been a huge, huge distinction that's added tremendous joy to everything I've been doing.

Charles Byrd

Love it. It's good to know your ideal client.

Mike Koenigs

Yep. At this point, what we do is we brainstorm and I'm going to do a quick brainstorm for you and tell you who I've got and who I want to intro you to and, full disclosure, I was looking through my messages in between things here and also my database. So I'm going to just tell you some people that I have for you. You can do the same, and then we'll do a couple quick recordings together.

Charles Byrd

Perfect.

Mike Koenigs

So one guy, and we already had part of this conversation. You have spoken at METal and know Ken Rutkowski, but I think Ken Rutkowski could be an awesome value add for you and I'm going to reframe the conversation. I'm going to see if I can get you in for another speaking gig, which will give you more exposure. And part of the reason I thought this is because Ken introduced me to a lawyer, an attorney, who has it's either a \$9,000 or \$11,000 information product. And I can tell that he's got a lot of history, a lot of success already. And if you think you can create some JV relationships to help him produce some quality traffic, I think you'll get a client right away. And you'll have Ken who will be bird dogging for you, if he really understands with clarity what it is you're doing right now.

Charles Byrd

Love it.

Mike Koenigs

Okay. Another one is a guy named Mark Tim. I don't know if you know that name, but he wrote a book with one of the original Shark Tank guys, Kevin Harrington, who's also a friend and I'm actually talking to him today. So I'm going to make that intro as well. He's a very, very connected guy. At a minimum, I think he will be a source of referrals and connections. Okay?

Charles Byrd

Beautiful.

Mike Koenigs

He's spending more of his time talking to boards right now. One question for you is, do you have connections, do you think, for doing B2C medical-related products? That can either be hardware or supplements and stuff like that.

Charles Byrd

I do have some connections there. The sweet spot are coaches, consultants, course creators, experts like that. But we work with an array of verticals, because getting people in front of more of their ideal clients and getting a consistent flow of endorsed JV traffic. So there are some connections there, although the well's deeper on the info product side.

Mike Koenigs

Yeah. Okay, good. Well, it's worth having this convo. So I've got a couple of medical-related people and I do think it would be worth an intro to Dave Asprey, who is an amazing connector. There's a lot of opportunities, potentially, there.

Charles Byrd

Perfect. I've had one conversation with him at Genius. We stepped out and we're chatting and missed the group photo. But I'd love a reconnect there because I see ways to serve him with more endorsement connections for him and then doing JVs at that level. Dave's got some cool stuff going on.

Mike Koenigs

Great. Another guy who I love and I just reconnected with recently is a guy named Sachin Patel. He works with integrative doctors, holistic docs. He's got info products, really a good soul. And he's always looking for new sources of traffic relationships, JVs, et cetera.

Charles Byrd

Oh, I have a perfect connection for him to my client, Dr. Isaac Jones, who has two high-level Masterminds.

Mike Koenigs

Great. Hey, this is Mike Koenigs. Sorry to interrupt the podcast, but if you're an action taker and ready to transform and reinvent yourself and your business, go to connecttomike.com to learn more and book a conversation with me right now. All right. Back to the episode. All right. Another guy who just reached out to me two days ago is the great Roger Love. Roger Love is the guy who voice trained tons of actors, including Bradley Cooper for A Star is Born. I can't remember, who's the actress in Legally Blonde, played Johnny Cash's wife?

Charles Byrd

Oh, I can see her face. I know exactly who you mean.

Mike Koenigs

Yeah. Let's see. Well, anyway, Reese Witherspoon, taught her to sing. Anyway, he's doing a launch very, very soon and reached out to me, looking for some partners. I always promote him. And part of the reason I do this is because, for one thing, I just love the guy and I love his products and he's a great interview. So first of all, he wants to get on a bunch more podcasts that are substantive. And then finally he just needs some connections and relationships to sell his product.

Charles Byrd

Yeah. I'd love to help him out. I've met with members of his team a few times. I'd love to chat with him, too.

Mike Koenigs

Okay, great. He is just a class act. And then Jayson Gagnard from Mastermind Talks. Have you been to Mastermind Talks?

Charles Byrd

No, but I would love to meet Jason.

Mike Koenigs

Okay. I'm going to be at that. He gets 13,000 applications a year and they only let in 100 people. So I'm going to get you to the head of the line, because I think you'd add some value and I'm going to be around a bunch of bad asses next week.

Charles Byrd

That event's next week?

Mike Koenigs

Yeah, one of them. But they do a couple a year and they didn't have any during the lockdown. So he's going to be a great dude. And I'm going to talk about you directly with him while I'm there. So that one won't be a video. No, I wouldn't get his attention anyway. Next guy. A guy named Rob Dube, who's partnered with Geno Wickman. They've got a new info product and it's really helping entrepreneurs live their best lives. So they need some traffic. They want to do messaging with me but right now they're focused on generating some sales with what they have.

And to me, I think their messaging could use an improvement, but I want to give first, so what I'm going to do is I'm going to connect you with Rob and see if we can generate some sales for them, some relationships. And if they see that they can produce some revenue with what they have, they're going to be a lot more likely to just pull the trigger.

Charles Byrd

I love it. These are great.

Mike Koenigs

Yep. Yep. Lastly, have I introduced you to Christina Wise?

Charles Byrd

I sat next to her at the French Laundry and-

Mike Koenigs

Yes, at that party.

Charles Byrd

... she's lovely.

Mike Koenigs

Yeah. So she and her daughter have a business, it's Wise Money. They have a different one, but that's why I've been really pushing her to just call the business Wise Money. They work with founders, business owners, to help them think about their money differently, bucketize it, and she's remarkable at helping business owners think properly about money and keep a lot more of it, save on taxes, invest really intelligently and a whole lot more. But she needs more access to more people. She's an amazing human being. I love her like a best friend, sister.

Charles Byrd

She's a perfect connection because a client I have doing a very similar thing, made \$6 million. And she's wonderful. By the way, for those listening at home, even if you know someone, by having a third trusted party reintroduce you, it gives you the context and reason to have a conversation.

Mike Koenigs

Very, very good. Yes. And what I've found is if you can create a situation, and this is a whole different podcast for another time, but I used to create triple connection situations. If someone hears about you and your product and your offer from three trusted sources within a week, they are going to want to do business with you. So what you do is you create a circumstance where you find out who's connected to them and have it come all at once.

So I've got a crazy-ass story. I'm not going to get into the details now, but it was how we helped someone write a book purely to get in front of influencers around a specific CEO. So 10 people got this book, or maybe it was a dozen, seven told this guy within hours of each other about this book. It was as if it was written about him and for him, all at once. And the guy ended up doing a multimillion dollar deal as a result of that, but also getting 27 other clients just like this, because it was written so specifically. Never had to be published. So it just goes to

show that an endorsed referral from multiple trusted sources in a short period of time, make all the difference in the world. Okay.

Charles Byrd

Beautiful.

Mike Koenigs

I have a couple of other ones, but why don't you go now and maybe just rattle off some names or connections. I've got some that I'm going to introduce you to that I can't mention the name publicly, just because-because.

Charles Byrd

Sure.

Mike Koenigs

Tell me what you got.

Charles Byrd

Okay. I added one just while we were talking, when you went over who your ideal clients are. Do you know Matthew McGregor?

Mike Koenigs

Nope.

Charles Byrd

All right. He is a young entrepreneur. When I met him, he was 19. His list was 3,000 people. I taught him how to JV, which he'd been studying already. His sole traffic source has been JVs. His list is now 230,000 people. He helps people build mobile apps. Now, because of what you said, he's looking to exit that company. And the thing he's working on right now is building a dating app. So when we talk about exits and reinvention and branding and positioning for that new venture, you're the man.

Mike Koenigs

Yeah. That sounds super interesting. That, I can accelerate quickly. I've got some awesome, awesome resources for business sales, also. And I can make that happen super, super fast.

Charles Byrd

Perfect. We're good friends and anyone I send his way. I sent him an intro yesterday to another, this close to being a client. They're deciding by today. All right. Next step is Aleric Heck. He is a client of mine that helps people scale with YouTube ads.

Mike Koenigs

Oh yeah. Yeah. I met him. He's on my list and I would love, love to have a relationship with someone like that, if he can pull that off. Is it a full-service agency or is it training mostly?

Charles Byrd

It's mostly training, but they have offers ranging from 14K to 75K. It's a very timely offer. He's damn good at what he does. And on my morning run, I messaged him for you and-

Mike Koenigs

Oh, great.

Charles Byrd

... told him all about you and how you're super connected, how you can explore what each other does and potentially become clients of each other and/or referral partners. All right. Next up, Stephan Spencer, a member of Genius.

Mike Koenigs

I've known him a long time and I've been on his and his girlfriend's podcast, but sometimes a reminder might be useful. What specifically popped up for you? What were you thinking about?

Charles Byrd

Okay. So Stephan is one of the world's foremost SEO experts, who I send referrals regularly and I've known him for seven years. In fact, I've even consulted him, and he's certainly consulted me. He's never afraid to shoot holes in my website.

Mike Koenigs

Yeah, yeah, of course.

Charles Byrd

In any case, on my morning run, I messaged him and I was like, "I'm sure you know Mike. I'm sure you've interacted with Mike, but I think you should sit down and have a deeper conversation because, same thing, you'd be a wonderful referral partner for him. He could potentially serve you, from an SEO perspective, and you could elevate his brand dramatically because of what you do and get him into even higher-ticket offers because of what you do."

Mike Koenigs

Yeah, I think I could do that. Yep.

Charles Byrd

Next up is Jesse and Charlotte Coran. They're out of Santa Cruz. I'll be driving my family down to have dinner and hang out with them and their kids on Sunday. They've been in the coaching space for at least 15 years, maybe 20,

and they also ran a live event for the top JV people for, for many, many years. They have a very strong network. We hang out at people like Lee Richter's house and other places.

I Voxered Jesse this morning, offering that connection to you. And again, for those listening, I want to touch on relationship levels. There's people like Mike I can send an intro to and not even check, because I know I'm sending him the right person and I know he'll be thrilled to receive it. Now, there's other people, you may not have that kind of open relationship with, where you can simply ping them and say, "I've got this great connection for you. Would you like it?" Because that way it's it they'll be happy to receive it.

Because they could say, "I'm on my honeymoon. Don't send that right now. Send that in three weeks," or "I'll get back to you." So you want to be conscious of that, but where you feel tight enough with someone, fire those off. All right, so next step is Stephan Georgie. He just spoke at Flight Club. He's a world renowned copywriter. Brilliant dude. And he could be a lovely connection for you as well. Because he has a community of copywriters. He's damn good at it. But elevating the brand and offer and pricing can never hurt. It can only help.

Mike Koenigs

Yeah. Yeah. I talked to him briefly, but it'd be good if you kind of framed the conversation. I like that. That's a good idea.

Charles Byrd

Cool. I have yet to ping him, but that, I will certainly do. And we brought this up in a previous conversation. Would it be useful for me to ping Sean Vosler, or are you-

Mike Koenigs

Yeah. It's been a while since I had a conversation with him and I think what we should do is, when you're down in San Diego next, let's plan a long lunch. Because I think we could scheme together, come up with a bunch of cool stuff. Probably create referrals out of that, but have a deep conversation. But yeah, why don't you just say, "Hey, you came up today, Sean." I'll ping him kind of simultaneously. I was thinking about him just the other day anyway, and I think he's got a great brain, a lot's in motion and he's a guy that you kind of have to stay in front of. He's very much a proximity kind of guy.

Charles Byrd

I, 100%, agree. When we're in person at TNC or other events, I have his full attention, and when we are not in front of each other, I have way less of his attention.

Mike Koenigs

For sure.

Charles Byrd

Cool. I think you and I have a very deep bench of potential connections, but I'm curious, do you know... Well, Jackson, I brought him up. He's my star client who I've made \$6 million. I think he'd be lovely, so I will ping him about that. He loves my interests. What you and I are doing right now, he and I do all the time. We ping each other. We sync up, who knows, every four months. We hit each other up on Voxel every couple weeks and we're constantly sending each other amazing connections. Again, this is not like a one-off thing, this should become a way of being.

Mike Koenigs

I agree.

Charles Byrd

This is a way of existing.

Mike Koenigs

What I was thinking about today, I was telling Colin, who's in the background taking notes right now for the book, that I could get rid of all of my other lead generation strategies, pretty much all my social media, and just do this and be fat and happy. And what I think is important, and we're going to demonstrate this in a second, you can get rid of days or years of getting to know each other, chitty-chat, and just cut to the chase to someone and say, "Here's why I want you to meet so-and-so," okay? And in fact, I want to demonstrate that right now.

So I'm going to make the video with you and I'm going to make one for Ken Rutkowski right now, because that's one that's on my mind. It'd be really easy. And then secondly, I'm going to do the more generic one. And for kids at home, if you're watching this right now, we're using Zoom to record this, which I don't like using Zoom in general. It's clunky for this kind of thing. And you've got another tool that you'll demonstrate in a moment.

But basically, if you have the paid version of Zoom, you can do a Live on YouTube capability, which means you can record a video right from it and go straight to a video that you don't have to wait for or render. It just goes, boop, and it's done and you get a link. So I'm going to basically call this and I'm just going to show what happens when you, say, record to YouTube, I'm going to share my screen, but you get this and you have to connect your account.

And I'd say, "Ken Rutkowski, re-meet Charles Byrd." Okay? So I like to have a good thing, and I always make it obviously unlisted. And as soon as I hit Go Live, what's going to happen is it's going to record to YouTube and we're going to stop. So basically the structure's going to be, "Hey, Ken, you already know Charles Byrd. Say hi, Charles," blah, blah, blah. "I'm reconnecting you right now for two key reasons, and here's what they are." So this would be the hyper personalized one. And I will literally copy the link, paste it into text, and reintroduce the two of you and say, "Ken, can watch this right now. I got your next star for the next METal Morning."

Charles Byrd

Love it. And you could, if you'd like, reference that Joe Polish introduced me to him the first time, probably two years ago or whenever it was.

Mike Koenigs

Yeah. I'll just have you do it. Because I'll pass control over right away. And that way, this is more of a conversation than a solo act. And I do that because I want this to feel like an engaged conversation, not like, you know-

Charles Byrd

Yeah, yeah. This was impromptu and timely and we're just moving on it.

Mike Koenigs

Yep, exactly. So what I'm going to do then is I'll just start it. So I'm going to hit Go Live and you're going to see, as soon as it'll just say live at the top of Zoom and we'll begin.

Charles Byrd

All right.

Mike Koenigs

All right, here we are. We're live. Ken. I want to re-reintroduce you to Charles Byrd. Charles, you already know Ken.

Charles Byrd

How you doing, Ken?

Mike Koenigs

All right. So you guys met through Joe Polish and here's the reason why I wanted to connect you guys again. Charles and I meet, then do these things, we call him Referral Parties, on a regular basis. He's exceptionally well connected and he's just got a massive database, especially of JV connections. And a couple of days ago, I can't remember his name off the top of my head, but you introduced me to an attorney that has an info product that he wants to sell. Charles is the guy who can line him up with some joint venture traffic and partners to help sell that. I think he's going to be the fastest path to getting there. He was the guy who was going to connect with anyway.

The second one is you and Will. Now, Will has Will at Work and is looking for more traffic and more deals. I think Charles would be the guy to connect with Will, as well. So I'm making this kind of for both of you. And I also think you should have Charles back on for a METal International meeting where he can talk about either JVs or this thing called the Brain. It's how he stores gobs of information. It's a super fascinating presentation. I think you'll just like it. Is there anything else that you want to add before we finish this off, Charles?

Charles Byrd

ust that I love the METal community and I'd love to serve your folks and get to know you even better, so thanks Mike for the re-re-intro.

Mike Koenigs

Okay. Very cool. All right, Ken, I'll follow up this weekend. I love you brother. Bye-bye. Boom. Just like that. And I copied the link and it's all set to go. And then I just paste that link right next to Ken's name and my connections for Charles. And now I'm going to do a generic one and then I'll let you do the same. Cool?

Charles Byrd

Perfect. I'm queued up to do that.

Mike Koenigs

All right, fantastic. So this one again, I'm going to make, and I basically, I'm going to do the quick intro. I'm going to say who you are, what you're awesome at, why I'm doing the connection. I'll say, "Hey Charles, why don't you just share a little bit more, fill in any gaps." Cool? All right. So now I'm going to do the same exact thing. I'm going to do a Live on YouTube and connect my account and then I'm going to end up calling this, it's going to be generic but I'm going to call it Meet Charles Byrd. "Meet Charles Byrd. Mike Koenigs." I'm going to hit Go live and you'll see it rocking and rolling in just a moment.

I always like to time these so they're kind of just so all. All right. Everything's in the background. Here, I always have some bullets, so I'm doing everything, like you and I are right now, inside of Google Docs. So here we are. It's going to say something in just a moment. There we are. We are live on YouTube. Okay. So I want to introduce you to my friend, Charles Byrd. He is one of the most connected JV experts I know. He's been a great connection for strategy and referrals for me personally, but everyone I've ever introduced him to. And one of the things that he's really good at doing is helping you look at all your lead sources with endorsed joint ventures, although he thinks a lot bigger than that. He's added millions to some of my clients and I know he is going to be able to do the same for you. So I think you've just got to connect with him because you're really going to like him. You'll be values-compatible and find other ways to work together. So Charles, why don't you say a few things?

Charles Byrd

Yes. Mike, thanks so much. Yeah. I'd love to connect, learn more about what you're up to and who you serve and explore ways you can leverage endorsed joint venture traffic to scale that up. It basically diversifies your lead sources, in case you're dependent on something like Facebook ads. I've had many clients whose accounts have been shut down, or they're not able to scale past a certain point. So we help them diversify.

It's a plug-and-play system to get up and going with your JV strategy, identifying ideal JV partners, and the whole system for snapping it in and getting it in production in less than five weeks. So if you'd like to chat about that, I'd love to chat with you. You can book, well, number one, feel free to share your booking link with me, or you can use mine, which is meet.charlesbyrd.com.

Mike Koenigs

And I'll put that in the description copy in this video, as well. All right. So let me know. As soon as you've connected, tell me what's happened, and everyone always sends me the same message, which is, "Charles is awesome. Thank you for the introduce." But I'd love to hear what you guys end up doing together. Okay. Talk to you later. Thanks for watching. Bye.

Charles Byrd

See ya.

Mike Koenigs

Boom. Just like that. That was it. So why don't you do the same thing? Yeah, do that. And then we're just going to basically go back and forth and wrap this up because it's pretty darn simple.

Charles Byrd

Perfect. I'm going to share my screen and I want to share just my Zoom window. So typically, I do video intros many times a day. Typically, it's just me on camera, but here, hey Mike and Jackson, I'd love to connect to you both. Mike Koenigs is a good friend of mine, I've known for several years. He is an expert at building brands, creating high-ticket offers. Several clients I've sent him have done extraordinarily well from his work and advice. He's been in the game a while. He's consulted people like Tony Robbins, he's in the Genius Network Flight Club. He's everywhere you want to be.

In any case, I'd love to introduce you to Jackson Milan, a great friend of mine, client who has worked with me. He helps businesses scale by focusing on their core numbers and retaining more personal wealth so they're just better at managing money. He runs a group program. He's a JV monster. He's done two million in revenue, just from joint ventures and cash-collected four million in backend.

Mike Koenigs

Awesome.

Charles Byrd

Super connected. He and I share referrals all the time. Love for you guys to have a conversation.

Mike Koenigs

All right. I'll make it super easy. I'll make sure you get a link. Jackson, nice to meet you. And thank you, Charles. And well, the next step's yours, so I'll definitely get you a booking link and can't wait to go deep with you. Bye-bye.

Charles Byrd

See ya. Cool.

Mike Koenigs

Good.

Charles Byrd

So that that is wrapped.

Mike Koenigs

You want to do a generic one, then, and then we can wrap this up, too?

Charles Byrd

Yes. Sounds good. So what I'm also doing is naming this video and then I will be copying an animated gif that goes in email.

Mike Koenigs

Yes.

Charles Byrd

And in fact, I know he doesn't read emails, so I'll just be sending him a Voxer. But for most people, they'd get that in their email. You can send it as a text. You can send it in Messenger and it's got the image, and for platforms that support it, like email, there's an animated gif. So I always swing the mic in the shot. It just keeps looping that and you're like, "What's he saying? There's a mic coming at me."

Mike Koenigs

Oh, that's great. That's a great little visual. I love that. I'm actually going to start moving over and I'm going to use the platform, too. This is easy, what I'm doing. I don't like homework. That's why I do everything in real time.

Charles Byrd

I love it. Okay. So I'll do a generic one. Are you still seeing my screen?

Mike Koenigs

Yep. Oh, I don't see your screen.

Charles Byrd

Okay. I'm sharing the... Okay. I'm going to do this one more time.

Mike Koenigs

That's that's all right, because then our video will be too small if you're sharing the screen, unless you've got some other way of doing it, but you do whatever you need to do is cool.

Charles Byrd

Sure. Okay. So I am starting recording. I'm again, going to choose, I'm just verbalizing this since you guys can't see it. For what we're doing with the referral party, I'm sharing the Zoom window, so Mike and I are both on camera. Typically, I would only be on camera when I'm doing these solo. All right.

Mike Koenigs

Okay.

Charles Byrd

It's given me a count-in. Hey. Charles, checking in with you. How are you doing? I'd love to connect you to my great friend, Mike Koenigs. Mike is a marketing legend. He's consulted people like Tony Robbins. He's in many groups with me, such as Genius Network and Flight Club. I send him, well, we both send each other connections all the time. What he is done for the people I've sent his way, number one, he's super connected. He's phenomenal at strategy. He helps with branding and really elevating the persona of a company along with helping them create far higher ticket offers. And in many cases, sell them before they're even done making the thing. It's pretty remarkable. And again, I've seen him do this several times with people I've personally referred over. Mike, if you'd like to say hi and say a few words.

Mike Koenigs

Hey, thanks, Charles. Okay. So first of all, it's nice to meet you. Here's the way I do what I do, in the short version. I'm a big believer in get it done and make it go right now. So usually what I do is I spend three days with the founder, like you, spend time, I've got a great place on the beach in La Jolla, California. So you come stay at my condo and we'll either reinvent or create a brand and offer, it could be a sales deck presentation, and then spend some time in my studio, which means you'll be in the other seat next to me, sitting there.

I'm interviewing you and we actually create content, which can be articles, a pitch, sales materials. But I've had people walk away and literally make a million dollars that same month with their clients. In fact, I just got the exact numbers. It's \$1.2 million. And I say that not to brag, because it's not always about the money. Sometimes it's about elevating you, but either way, I'd love to connect and chat with you and see if I can help you out. And as usual, thanks a ton, Charles.

Charles Byrd

Oh yeah, my pleasure. So feel free to share your booking link with Mike, or Mike will send his your way and I will leave it to you two to connect. Happy connecting.

Mike Koenigs

All right.

Charles Byrd

There we go.

Mike Koenigs

Good. Was that too much? Was that okay?

Charles Byrd

I think that was great, especially because, since it was generic, I didn't say a damn thing about them.

Mike Koenigs

Yeah. I always do that. Yep. Everyone's a they. Yeah.

Charles Byrd

So, considering that, I feel like the time was used well. Most intro I'm sending end up being a minute and 15 seconds, I'm referring to a single person. So you get a rhythm for it. Like Mike meet Jackson, Jackson meet Mike. This is what Mike does. This is what Jackson does. And then provide the context, like Mike did in the intro to Ken, provide the context of ways you may be able to play together because then you're not getting on a call with someone trying to figure out why the hell you're talking to them.

Mike Koenigs

Right on. Okay, well, let's do this. I actually literally have a commitment right now so we're going to wrap this up, but here's what's going to happen for all you kids at home. Normally, I do this all in real time and I text the video link with the short intro copy, and I prefer SMS personally, but then for everyone I know who's either an Android user, yuck, or more of a PC-type person, I'm going to send emails, or if they have someone who schedules for them. And I always know that.

But what I've been doing lately that's been getting great results is I text it and I email it. And that way, whatever their preferred form is, the response level is phenomenal. And typically, when I'm doing this live and in real time with someone who's never done it before, they are getting responses, literally, in moments. So by the time we're working on the second person's, they're like, "Holy crap, man, you sent that out to nine people. I've already got four bookings. Thank you. Thank you. Thank you. They're such big believers. So grateful."

And the other thing that we're doing. When you get this in the description copy, either in the podcast description copy or YouTube, is a link to pre-written copy, and the transcript of this. Soon, the book, which you'll be able to get as well. So just to wrap this up, is there anything else that you want to add or say, because I'm going to start dropping these for you today, Charles, and I'm going to see if I can get you lined up with Ken, maybe even this weekend.

Charles Byrd

For one, thank you. It's been a pleasure talking about this with your folks along with, of course, sharing the intros, and for those of you thinking about should I actually do this? The answer is hell yeah, you should. Think, if every one of your clients brought you 1.1 new clients, every one of your peers brought you new clients, this is what happens for Mike and I every day. I've had weeks where I get 15 referrals.

Mike Koenigs

Yes.

Charles Byrd

What does that do to your business? So put a few minutes in, get it going. You certainly won't regret it.

Mike Koenigs

Totally. All right. So that's it for me. I couldn't agree more. And part of the reason I'm doing this is to inspire myself to do more of them. And just since yesterday, one of the guys, if I haven't... Do you know, John Ruhlin, the Giftology guy?

Charles Byrd

I do not.

Mike Koenigs

Man, I'm going to pop him on. He is a freaking rockstar and you are going to have a lot in common. So I'm putting him on my list, as well. Look up Giftology. I did an interview with him that's worth watching, listening to, in this podcast, as well. So Charles, you're awesome. Thank you for your time. This has been a great episode, very real and very helpful to me. So I know we're going to be chatting in the next couple of days.

Charles Byrd

Awesome, Mike. Thanks so much and we'll catch up soon.

Mike Koenigs

Okay. See you everyone. Thanks for listening. Thanks for watching. This is Capability Amplifier. Bye-bye.