

EP 62 Final Audio (1)

What is going on? My friends, Mike Walker here with another episode of TWC talks podcast excited. I've got some friends. I got some buddies with me and we are here in Vail, Colorado at one of our destination events. Fantastic events. This one's people ops and profit, a fantastic deep dive, a two day deep dive into some pretty serious business development.

And, uh, optimization topics. Uh, we've got speakers, we've got skiing and snowboarding. We've got a whole lot of fun. Dinners and drinks and mixers. It's a lot. Food has so much food, right? Yeah, that's the cool thing. So if you have not yet attended one of these events, you must come with us. Uh, join us in one of these things.

We have London coming up. We've got Barcelona coming up. San Diego. We have some really fun stuff. Uh, you can go to wealthyconsult.com/events. And, uh, check it out. You'll be glad that you did. All right. Well, let's dive into it now. I'm excited to have my two guests. We have Anthony and Tammy. From Taiwan, Taiwan, not Thailand, not Thailand, Taiwan, Taiwan, not China either.

Oh, so it's a, it's a long walk all the way over here. So I'm glad you guys made it, you know? So this was a big one. Um, Joey, this is your first event. Is that right? It's our first, it's our first TWC events. All right. Fantastic. And super impressed. Good. Good. I'm so glad you, you guys made it. So let's give, uh, our listeners here a vibe for what do you guys do?

Give us a little, the little reader's digest version. All right. So just tell you a bit of a story. Um, I studied in Australia for about, uh, 14 years and do my high school years. Um, people ask me like, you, you did, where are you from? And I tell them, Oh, I'm from Taiwan. And then people will be like, Oh yeah.

But they actually didn't know where I'm from. They're like, okay. I actually

think Thailand. Yeah, because Thailand is a lot more famous as a country than Taiwan. We've done better recently because of, you know, the semiconductor industry is doing well. That's right. But anyway, back then I decided that, hey, I have to make Taiwan a better known country.

So that's part of my vision. So right now we help Taiwanese people Manufacturers create product brands, private label brands and sell on Amazon. Got it. So not just be a manufacturer and then, you know, ship it out to the States for someone else to sell. They're actually producing it and selling it themselves.

Is that the difference there? Exactly. Fantastic. Fantastic. So tell me from a cultural standpoint, I feel like you're introducing a new concept to the market. Is that, is that safe to say? I mean, they've always wanted to do it because they know, like, there'd be many fashion products for Nike or the big brands.

And they look at the price of the markup. They're like, Oh my God, I sell them for 3. And they sell for 50, maybe even sometimes, yeah, so like, well, I want to make that kind of margin, but they never really know the connections, how to actually get there. So that's where we bring the concept in and say, Hey, you know, this is actually possible.

It's not as scary. It's not as far ahead as you think. So yeah, we introduced them to Sunset. Fantastic. Fantastic. And Tammy, what do you do with, within the company? What is it that you spend your time doing? Okay. So I'm actually doing all the sales. Um, so we hit the bottleneck and then we find out, uh, we cannot do it by our own because we all have our, um, those or people.

So we got to, um, need some help from others, and then we find out, oh, there's some company doing this to helping agency to, um, break the bottleneck and then, uh, break it through. So, yeah, that's why we are here. Fantastic. Fantastic. That's so good. So what would you say is the biggest challenge that your clients that you work with, what's the biggest challenge

that they're facing?

Um, I think you can, the biggest challenge they have is basically, um, you know, they find a way they want to find ways to have their own freedom because manufacturing for brands is a constant battle. For very thin profit margins, right? They're just volume only, right? Volume. And every year they come back and try to renegotiate, um, the costs.

They will take a quotation from another manufacturer and say, Hey, do for 5 percent cheaper, 10 percent cheaper. If not, we're just going to switch. Right. So they, they have no choice. Um, so building their own brains, basically like control their own destiny. So that, that's the, basically the, the problem, I guess we're trying to solve.

Of course, but building a brain is going to take time, right? It doesn't, it doesn't get to, you know, your, your 20 million, uh, revenue overnight, but it's like, it's basically like planting a seed and kind of water it over a period of time. You watch this grow and then have your own power. And yes, you know, it's, it's, it's a, it's a new, Form of freedom for the man.

I imagine it would be. Yeah. Imagine it would be interesting. And so you guys do live events and stuff too, right? Or how is it that you communicate with your client base? How does that look for you? Yeah. So we do. Um, so we basically learned how to do VSL, um, through the consulting that you guys providing.

You know, that's been doing pretty well. So now we're finally able to, um, use paid media to acquire customers. Before this, we've been writing blogs for a long, long time. Uh, so we were ranked like top of the page for, um, Amazon, how to sell on Amazon. Business transformation through e commerce for seven years straight.

Yeah. Wow. That's impressive. All organic traffic. Right. Yep. And then we also have our own YouTube channel. You know, that for three years and that's been awesome as well. Um, because people, you know, They find

your information through Google search, but they actually trust you through the videos, uh, that they see.

So they're adding this two together, uh, become a very good customer acquisition channel. And that's how we'll be communicating with our clients. One of my favorite things that I get to do, you know, as client services director here at Wealthy Consultants work with the clients hands on in the business, you know, having been an 25 years and multiple different industries.

I just love the creative element. You know, you could take something, an idea or a function or a strategy for one industry and plug it into a different one is revolutionary. And, and just that, that really, what I call sandbox mode, it's just constantly creative, you're out with new things. One thing I'm really, really passionate about.

One of the things that I know you guys were experiencing when you first came on board and chamber was what it was. It was overwhelmed with your team and stuff. Can you talk a little bit about that? Because I know the problems you guys were experiencing with that is something that our listeners are no doubt experiencing.

So talk through what was that process like from realizing what the problem was to then what did you do about it? And then what were the results because of it? Right. So basically as a visionary, you always want to expand, grow, scale, grow. Does it matter what terminology you make you basically want to realize your dream and make it bigger bigger bigger, right?

Yeah, I always think the bigger the better whether it's a team the revenue everything, right? So what I did basically back then is like we had a team of 40 people's, you know, basically we're doing About 1.5 1.6 million was already a very big team moving out for a revenue of that size Yeah, are we like, okay next year?

I'm gonna grow to You Let's try to hit 3 million. Okay, but since we're doing

down for you services, so I was like, well guys, we need to hire up first. Get ready because the clients are coming. Right, right, right. We should not be, you know, out of food to deliver when the hungry guests come, right? We can't do that.

So let's hire up first. So we just continue hiring, hiring, hiring, and waiting for the clients to come. Which it didn't really happen. Right. Because like, you can't just really double the business overnight. Once you hire the people, we still need to train them. Yes. I forgot about that. Right. Oh yeah. This whole training thing.

Right. Yeah, yeah, yeah. Clients do come, but because the training wasn't really there. So client churn and actually hurts the reputation. Yes. So one point we're like, well, we can't just keep running ads and try to get customers. We either need to suck up the loss and continue to train our team in order to get more clients or we're just going to have to cut a loss.

Um, and I think that at that time, like we were really struggling. I think that kind of, kind of ties back to the concept of Your, your financial benchmarks, because if you're running a business without proper financial benchmarks and monitor where you are, as a visionary, you don't really think about it.

You can, Oh, well, there's money in the bank. Let's just try to invest. Just keep growing and putting money back in. Right, right. So we're all, we all think we're Jeff Bezos, right? I don't know if we all think we're Jeff Bezos, but okay, I'm pretty sure, yeah, we're all Jeff Bezos over here, yeah. Yeah, you gotta invest, right?

Right, right, right. Sammy, are you the same way? Are you visionary? Yeah, I'm the visionary as well, so. Wow. Crazy, like. Yeah. Yeah, let's do it. Crazy. We're both crazy. Okay. I love it. I love it. All right. Benchmark was really important. Yeah. That we learned that you have to look at revenue per head. Right. As a benchmark.

You have to check out your recurring revenue, um, versus your fixed

expenses as a ratio, you know, cause with that it can scale to keep the right metrics and you know, like where you are without that, you just try to scale and, you know, believing that the revenue will eventually come. That's, that's very dangerous.

Got it. So you were hiring for what you wanted to create and then what did, what was the result of that? How many people did you end up with? So we ended up with 100 people. 100 people. Okay. The burn rate is still very crazy. Although like most of the team members were based in the Philippines. Okay.

Although 100 people is probably not like crazy. But at the peak of the time, we were 200, 000 in total expenses in the month. Right. And then back then we were, Not very consistent with the revenue because it's a service based business as well. So we do have a returner component, you know, clients do come and there's a share and there's a rev share that kind of stuff So our revenue was hovering between a hundred thousand to a hundred fifty thousand So there was months where we made some money and there were months where we lost a hundred thousand Dollars, so it was pretty scary time at that time and stressful.

I'm sure yeah, very stressful You know, so my sales was up and down You Depends on my emotions. Yeah, that's right. Yeah. Interesting. Well, and as a visionary salesperson, you filling in that sales role, that's a real interesting dynamic that you just touched on how I was feeling, you know, my emotions in the moment.

I know we've talked about that, like having attribution. Hey, I've had a really good week this week. Why you need to be able to look back and look at your journal and your entries and go, well, what state was I in where these good results are coming from, or the inverse of that? I'm having a really bad week.

Why? You know, you, you don't let any, uh, loss go on, you know, one in the sense of not knowing where it came from. Yeah. And, um, so I know you

guys have done really, really well. And I will say guys, just for our listeners here with us today, you know, these are, this is a perfect example of a chamber client who's coming in, uh, coachable, hungry, ready to take whatever actions were necessary.

So you took, um, a large group, a hundred plus employees and chopped it down to what? Fifteen. Oh, fourteen right now. Oh, fourteen. Okay. Fourteen. Fourteen. So that's a significant cut. And what was the, um, immediate, what did you see over the next, say, thirty days as you made those cuts? What happened to you psychologically, emotionally, physically, business, revenue, all that.

Yeah. What was that transformation? So obviously we didn't cut 85 people overnight. Sure. Sure. Yeah. You know, we still were careful. So we're not that crazy. We're not that crazy. Yeah. Um, so we kind of went through, um, three cycles basically. So, you know, the first cut was about 20 people and they were like, well, the business is actually fine.

Uh huh. Right. We're not sinking yet. Okay. Yeah. Um, and then we waited another a month and a half, and then we cut another 20 or 30, and the business was still fine. Obviously, we're doing multiple stuff at the same time. At one hand, we're obviously cutting our payroll expenses there. Uh, on the other hand, we implement it, or we actually focus more on our consulting offer.

Okay. So I think we're doing the two at the same time because we were not exactly sure whether the consulting offers really gonna, uh, work out because we always had a consulting. Uh, components, but we're not all in on that. We're still more focused on the down for you. So done for you. So yeah, right. Yeah.

Until we start seeing so many successful stock case studies for our consulting offer, we did have a lot of clients, but the success we had from consulting offer were actually bigger than our down for you services. Wow. Interesting. We were like, Hmm, that's interesting. Yeah. So we were not

doing as much.

Yeah. But people were actually getting. Better successes. Wow. So we're actually thinking what's going on. Um, it turns out when people are working on their own business, they put their heart and soul. You're not dragging them up the mountain. You're telling them where to go at the mountain, but they're climbing that themselves.

Exactly. And now you do a dump for you services. Obviously you have people you're training them. The time that you can actually invest compare, although you have the expertise for sure. Sure. But the amount of focus you can actually do on the dumpers is somewhat limited. But we had, we were, we're helping small business as well.

So our brand managers will spread very thin, you know, one brand manager has taken care of six, eight. Clients, um, all down for you. And that doesn't work super well because the time you can invest into this business, it's not sure enough diminishing or diminishing. So we've done two things. Number one, we, we actually believe that the consulting offer is a better product for the clients because they were getting better results.

So we went all in on that. And with our down for you services, we drop the clients where, um, we were charging very small amount of money, um, and not giving them enough time because we knew that wasn't going to work out. So we dropped those clients. We only keep the clients that were delivering results.

And there was a pain, um, the, the value that we're delivering. Lots of doing the two things both together at the same time. And things are going better. We're like, okay, let's drop again because we want to hit the revenue per head. Yep. So we did another 25 or so bash. So that's the three rounds, three rounds of 85.

Be letting people go. Fantastic. And then at the same time, yeah. MRI was really good. Yeah. Um, during the last month of all this implementation,

um, we closed the month with about 200, 000 in total. Revenue, but only 70, 000 in expenses. So losing a hundred thousand dollars to the final month, making a hundred, a hundred, 30, 000 totally through pure optimization.

Yeah. Fantastic. I love that guys. I love that. Sometimes more isn't better, right? Better is better. Yeah. And not everybody's Jeff Bezos. That's awesome. Hey, you know what? Unless bold. Yeah. Yeah. Well, we can do that. Fantastic guys. I love everything about you guys's story. Um, so, so tell me, uh, you know, your exposure to chamber and, and I know this is your first physical in person event, um, but you attend the calls.

You're very proactive in our community. What would you say are some of the biggest takeaways that you, per se, have experienced by being inside Chamber? The biggest takeaway? I think, um, in Chamber, I, because I was in traffic and funnel, and then I learned how to have the good sales script. To make the sales close, but it was work pretty well, but after a few years I just go back to my way with freestyle and it kind of up and down and then we have the bottleneck So we go back and check What is Taylor doing right now and we we purchase the service again, and then we get into the developer seat And now, I think the best thing that I learned is I finally understand about the sales script and how to handle the objection.

So this helped me a lot. I really understand how to handle it and handle it well. Also, because we all have the organic traffic before, and we, we, we have tried to, uh, try the webinar and pay ads before, but after a few months, about five months, it doesn't work anymore. And then we, we learned how to, um, understand the codecs and then we, uh, have the BSL with the ads.

It was incredible. The, it helped me, uh, close. Like. About last month, 50 percent of the client was from VSL closed. I feel, wow, like, like two times of my sales because of VSL and the ads. And it is really worked well. So I think we can double on it and then getting ourselves growth very quickly because we understand, Oh, There's, um, a, how to say that, a journey, uh, client

getting close.

VSL is more easier, and then events. And then what we do before for organic is slower, like two years or one year to close. I finally understand, ah, that's why, and then we got to find out how to do this more. But not to organize more, because organize is enough for now. I will just keep it, but do more VSL and events.

Love that. Love that. Super cool. No, that's really awesome. Look who's here. Look who's here. Mr. Love the events. Love the events. And what about you, Anthony? What was, what would you say is the biggest win or takeaway so far inside chamber? Well, so for me, it was two things, right? So number one is definitely the people that's here.

So I, I remember, uh, when I first joined. I was swiping the wings section. We have a wins channel for those listening. And for those here, your wings, share your wins, your wings. Yeah. Lifts the whole crowd up. I remember I was like, I was looking at John Cameron's wing. It's like, I close six 50, 000 just today.

I was like, Oh my God. And then I look another person is I cause the oldest money today. I'm like, Oh my God. So that really motivated me and thinking, Oh, well, there's so much more opportunity than the people who are doing so much better. Um, so it basically makes me want to learn more. Um, just feeling really motivated to see how other people are doing so well.

Oh, so that's one thing. And then nothing is from the business design perspective. So we learned how to do the revolving pricing model that's bringing a lot of security and consistency to our business. So I think that's awesome. And Very high level thinking like the codex. So it allows us to really focus on building one thing at a time, right?

It basically tamed the visionary inside. Yeah, it gives you guys some rails to run on right gives you a track Exactly. So you don't go crazy right? I'm shooting your darts everywhere. And yeah Yeah, exactly. And everything

guys, it's such a perfect topic here, you know, at the People, Ops and Profit event.

We're talking about this. We have a room full of CEOs, visionaries, founders, very creative thinkers, exceptionally successful and you know, their ability level is really high. But oftentimes they just need some frameworks and some guidance on how to direct all that. Positive energy and that's, that's what I'm so passionate about.

And guys, again, as I've said it, you guys are absolutely perfect addition here to chamber. I'm so happy. You're part of our, of our crowd here and uh, excited to see you guys at the next events. Thank you, Mike. Thanks so much for your help as well. Absolutely. Absolutely. All right, guys, we'll, we'll get busy back to the event guys.

Have a great one. And we'll be in touch on another episode of TWC talks.