

# 7 Best Unique Ways Small Business Can Increase Online Sales Performance Consistently For Existing Website Customers | Interview With Amazon Bestselling Author Simon Chan

## Simon Chan Interview 2022-10-19

[00:00:00] **Joey Myers:** Welcome to the Lead Generation Strategies podcast. I'm your host, Joey Myers. This podcast is brought to you by [leadgenerationSEOservices.com](https://leadgenerationSEOservices.com), and that's an S at the end of services, and Enfuego Media.

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[00:00:42] Today I want to welcome Mr. Simon Chan. He is the author of the new book, *The Consistency Pill, The Seven Step System to Increase Sales and Transform Your Business*.

[00:00:53] What's most impressive because I am an Amazon bestselling author myself in the baseball coaching niche, is his 146, I think he published what, June 2022. Yeah, this year in June, 146, Amazon reviews with an average rating of, get this 4.8.

[00:01:09] I've got combined two additions of my book, over 200 something reviews, but mine is 4.6, and this is just his first year.

[00:01:16] Simon is based out of Los Angeles, California, Los Angeles area, Simon?

[00:01:20] **Simon Chan:** Yes.

[00:01:21] **Joey Myers:** Thank you for joining us. Congrats on the new book, and welcome to the show.

[00:01:25] **Simon Chan:** Hey, thank you for having me here, Joey. It's an honor. I appreciate it. It's going to be fun.

[00:01:29] **Joey Myers:** You got it dude. Hey, we're going to be talking consistency today.

[00:01:32] It's a little different in this podcast episode. Typically, I'll interview real estate professionals, maybe dental offices owners, just business owners, e-com.

[00:01:42] You're a business owner, but this is an interview where I wanted to bring on an expert in on consistency, on the practice of consistency, the mental side, the physical side, all that kind of thing for those people that I typically tend to interview.

[00:01:56] If those people are listening, say real estate agents or real estate owners, [00:02:00] brokers, companies, that these tips and tricks and advice that Simon's going to share today will help with that.

[00:02:06] Simon, share with everybody. Give a little background about your business experience.

### **Share a little background about your business experience**

[00:02:10] **Simon Chan:** I was shy, born and raised shy, quiet, Asian kid from Brooklyn, New York, and taught the traditional, very stereotypical Asian way, study hard, get a good job and go be a doctor.

[00:02:20] My dad was kind of like a rag to riches. Grew up poor in Hong Kong in the ghetto, became a doctor and I was always the richest kid in the public school. But I never knew anything about business. I think my dad grew up with five siblings, in a tiny two bedroom, including him, a total of six kids.

[00:02:36] That tiny two-bedroom house bottom was the hardware store and he lived at the top. I think he saw a lot of negative stuff, unethical stuff going on, whatever he saw. But he always pushed me like, don't do business. Go get education, right? Businesspeople are bad, scammy. I had the mindset and so I studied, went to school, got a job.

[00:02:53] It was a great job. It was a low paying, but I was happy. But I thought my life was going to be work 30 years and climb the corporate ladder, get a nice corner office, good perks and then I read the book, Rich Dad, Poor Dad. That totally changed my paradigm. I was like, I never knew that this is what businesses do.

[00:03:09] I learned the concept of passive income, residual income, and that just blew my mind away. I just okay I can't live my life anymore. I got to do this because my dad talked about baseball the last time we talked, right? I always grew up, my dream was to be a baseball player, play for New York Yankees as a kid.

[00:03:23] But my dad never had much time, I love him. I'm grateful for what he did. He was always busy at his practice clinic, but residual income. Money wasn't the goal. It was having time, time freedom, right? That's what my dad didn't have. I think that's the life I won. I don't want it there, work in a corporate office anymore.

[00:03:39] That got me looking for different businesses. I had no business experience, nothing, was only an employee mindset and so I got involved. Long story short, I got into direct selling. Network marketing, some people there's a bad perception about it, but the more I researched about it, I realized, hey, it's just like an industry, there's a lot of good, there's a lot of bad, right?

[00:03:57] I looked at the good. And for me, at that point, I didn't [00:04:00] have much money and I was in my twenties and there's a good way for someone with no business experience to really learn sales and marketing and build a following, build an influence, learn to lead generation, and to really grow business and eventually that could lead to other things.

[00:04:14] So basically, I jumped in. I struggled. No success whatsoever. My turning point after a couple months of struggle was, I finally had a mentor that forced me to stay consistent and once it started becoming consistent, the sales became a lot easier reaching out. I always joke, when I first started making a sales call, I was in my parents' house visiting them in New York.

[00:04:36] I would make the calls in like a tiny den because I didn't want my mom to listen to me making sales calls. I was just, go out there, go to the computer, grab a couple numbers, run back, but eventually, consistency creates mastery, right? There's a saying, every master was a disaster. I was a total disaster.

[00:04:51] The keys to getting started, I started getting some results and then back in 2004, because I moved to LA, I didn't know many. I'm not like a party, outgoing type of person. I don't know many friends and in network marketing you need to have a lot of contacts, right?

[00:05:03] To go what we call leads. I said, I'm not the person to go out to social networking gatherings or business networking functions or BNI or meetups to meet people.

[00:05:12] Why don't I start generating leads online? I got into online advertising, online marketing back in basically the mid-2004, that time doing Yahoo, start doing Overture before Yahoo. Bought them out, then Yahoo Paper, click, then Google AdWords, AdSense, and then eventually build a seven-figure network marketing business using online advertising.

[00:05:33] Then in 2013, I had a different purpose. I made a switch. I realized a lot of people in my niche asked me for help and so I just launched the second business. I still have a business that pays me a six-figure residual, my network marketing business. In 2013, I went full-time to launch what I currently do now. I'm a full-time coach for people in the direct selling profession.

[00:05:52] **Joey Myers:** Very cool. We share very similar backgrounds, but just different areas, one of them is baseball. We love baseball, we play baseball. Your oldest [00:06:00] is a ringer, is turning out to be a ringer. And we had that conversation before we went on.

[00:06:03] There's another podcast that I have on that hitting stuff. We aren't here for that today, but I was similar. My family worked eight to five. We were probably lower middle class, upper class later on or middle class. Mostly solid middle class.

[00:06:17] I read Rich Dad Poor Dad; the same paradigm shifts for me as well. We have a very similar past there. What's interesting is you talk about the network marketing business and everybody I'm sure has had some sort of a touch on that. Like you said, there's bad connotations and there's also good with it that people must remember.

[00:06:32] That was one of the things, a couple of the touches that I had with that was how can I do this online? Instead of making all the phone calls or getting people on Facebook. I know you mentioned that in your book too, as a coach, you had some of these students that were learning from you and things like that, and they were asking about Facebook and it's not working.

[00:06:48] Then you talked about the consistency, which we'll get into. But what were some of the things, so you did ad spend and where were you sending them? You were sending them to a landing page that was to get what?

### **When you were doing ad spend in the early days, where were you sending the clickers?**

[00:06:57] **Simon Chan:** At that time in early two thousand, there was a couple authors, like Robert Kiyosaki was one of them.

[00:07:02] I thought it back. Who will be open to network marketing, right? Because most of my friends, I figured none of them want to do it. They joined to support me. But it's like the problem that marketing people end up talking to the same people. There's no leads, in other words. By the way, at that time I didn't even know what a lead was.

[00:07:16] No idea what a lead said. What's a lead? I found out because some people were buying leads. What's buying? Buying leads, you just buying names and so I bought leads. I signed up a couple of leads, but they were terrible. They're all like enticed, right?

[00:07:28] If you don't know what enticed means, these lead generation, I don't want to badmouth any lead generation companies, but at least the ones I experienced were this person was interested to work at home.

[00:07:37] So I was like, excited, wow, this person's going to join. I called them up and they're like, What? Oh no, I just signed them up because I want the \$25 Applebee coupon.

[00:07:47] Then I figured out, like I see these ads online. Hey, you get a freebie on Applebee, and you click it and you fill out a survey and if he asks you do you want to refinance your home? Yes. Do you want to work from home Extra income? Yes. And suddenly that person is a lead [00:08:00] for a mortgage broker and also work at home that were market.

[00:08:03] I'm rather like I'm paid. I paid five bucks for that and generally there's a whole bunch of things like, get a new car loan, whatever.

[00:08:09] By the time I call them like five other people I've called them already. They're not even picking on my car. I'm like, wait, there's got to be a better way to generate leads, right? Thinking about how I get involved, I think, if someone read Rich Dad Poor Dad with someone like you, you're definitely more open to doing something on the side.

[00:08:24] Network marketing gives you passive income. Residual income. There'll be more open than someone who doesn't know the concept. What I did was at that time there was a couple authors Robert Kiyosaki he wrote a couple books, Casual Quadrant. Robert Allen wrote the Multiple Streams of Income.

[00:08:37] David Bach, Thomas Stanley wrote The Millionaire Next Door. I was like, if anyone read these books, they'll be probably, you open to doing something because they're into personal finance. There were remarks in a great way, so I started running AdWords where if someone did a search and at that time, Robert G Allen, close friend, and a great mentor of mine, we end up working together later on.

[00:08:55] He wrote a great book of multiple streams of income, which is like the New York Times bestseller. He always worked about one Minute Millionaire, so he was on PAW Radio shows, talk shows everywhere, and every time he was on air, people Google him and then I will have an ad popup.

[00:09:09] Hey, look at one passive of income is the easiest way, and Robert Allen talk in his book, Multiple Streams of Income, talks about for the average person with no business experience, no robotics, a great way. Every time someone pop in these authors, my ad will pop up or go to a landing page.

[00:09:23] On the landing page, back then, this is early two thousand. We didn't have a lead magnet. Some of them were so cheesy, some of them were directly into want to earn extra income, fill the form, and someone will contact you, right? Because I didn't even know what a lead magnet was.

[00:09:35] We just got phone numbers and that time people were willing to give phone numbers back then, so I'll call them and then I remember you talk about what consistency creates mastery. Every master was a disaster.

[00:09:45] First time I did pay per click. I spent a hundred dollars. I still remember the guy's name, Michael Lee from Houston.

[00:09:51] I'm so excited. Wow. I finally got my own lead finally. You know when that email inbox, finally one comes in, I spent a hundred dollars, got one lead. I called a guy, said Michael, this is Simon [00:10:00] following up with you. You were interested to work, earn an extra income stream from home. The guy was like I'm not interested anymore. Don't call me back. Hang up.

[00:10:06] **Joey Myers:** Hundred bucks.

[00:10:06] **Simon Chan:** It was a hundred bucks. But you know what, it's like every mass is a disaster. It's like in sports, you stay in the banding cage, you hit, you eventually get good. I started taking courses, went to seminars and then I spent \$500, got 10 leads. I was like, all right, now instead of A hundred dollars lead, \$50 lead.

[00:10:21] Eventually I got good enough where the leads were at most \$3, sometimes like 25 cents and I started building people, building a team like that.

[00:10:28] **Joey Myers:** That's great advice and I'm thinking about the realtors and things, I was on a podcast. Typically, realtors, they're more extroverts.

[00:10:34] Not all of them, but they're more extroverts because they like to talk with people. They want to jump on the phone. It's more like yourself or myself. You want to get in front of somebody. But there are some, I was on a podcast where it was catering to real estate agents that were introverted.

[00:10:47] One of the things, me coming on as the marketing guy and giving some advice is what can introvert real estate agents do to get leads? I know the ads thing; some people don't have that extra money to be able to throw into ads now. So like Google AdWords or Facebook or anything like that.

[00:11:03] You mention in a prior conversation that you do a lot of content stuff in the content marketing business, basically.

[00:11:08] What kind of advice would you have for those introverts that our salespeople happen to be in a sales position on the consistency side of things? Maybe top two as your advice for those type of folks.

## **Top two pieces of consistency advice for introverts finding themselves in a sales position?**

[00:11:19] **Simon Chan:** I just want to bring one thing. I just thought of something that maybe could apply to people who do real estate.

[00:11:23] Because you have a lot of agents that listen to this, right? If you should, doing a search term like real estate. Yeah. It's going to be cost of whatever, a gazillion dollars per play. But think about it, people, for example, I live in a high-end area in Los Angeles. If you sell house in a high-end area, and this is exactly for network marketing, we're talking big dreamers.

[00:11:38] What do these big dreamers do? People in my area, you're thinking of what type of magazines or journals and stuff. For example, let me just share with network marketing, big dreamers, they're normally reading like the Rob report about luxury yachts, million-dollar homes, right?

[00:11:52] So Architectural Digest, they're reading these high-end magazines. For example, if you're selling a home in my area, people in my area are into that type of stuff, making [00:12:00] the houses nice or buying big boats or whatever, right?

[00:12:02] If you do a search term for real estate, yeah, it's going to cost a lot of money, but you just do search for like a rob report or luxury yacht.

[00:12:09] The cost per click is probably way lower for those turns and then you can target them, right? You can advertise them.

[00:12:16] Now, in terms of content, nowadays, it's more important than ever if anyone especially you're a stranger. No one knows about you. The first thing people do, they look you up online.

[00:12:24] If you don't have content online, I don't trust that person anymore because you must put out content minimal and so let me take you back a couple years ago, and this is a couple years. I still had a passive income property in New Jersey, and I wanted to sell it because I wanted to use the money to buy something else in LA but I'm in LA, I've been living in LA for 12, 13 years.

[00:12:42] I don't have as many real estate contacts in the Jersey City area. What I did, I just googled and there's a whole bunch of agents up there. But you know who I chose? I found one guy. He's the only guy who had videos on talking about how to maximize your property in Jersey City.

[00:12:58] Whole bunch of instruction there. They weren't fancy, there wasn't a studio. It was just him in the property, in his living room, sharing tips, quick five, six-minute videos, and I watched two of them. I thought, all right, you, He didn't have the fancy website. This guy got me. I reached out to him, and he stole my place.

[00:13:12] The advantage that he had over me is he had content and I can tell that he knew what he was talking about.

[00:13:18] Today in 2022, you got to post content consistently, right? Think about whatever niche you have. You can be the shyest person, you know a lot about just that you're a real estate agent, you're shy.

[00:13:28] You know a lot about the housing market in your area. Talk about that. Talk about, for example, right now, especially, there's so much news of whatever's happening to the stock market. How is that affecting prices of homes? There are so many things to talk about, but the important thing is you must create some type of content share or teach.

[00:13:43] Lot of times we think contents got to be a dancing video, something funny. Just teach or you say I'm not an expert. If you're not an expert, then why would someone buy your house? You're selling yourself as an expert ready.

[00:13:52] Here's another tip is even if you're a new agent, you don't need to know much.

[00:13:56] You just need to know 5% more than the buyer. The buyer finds some value, [00:14:00] then they're going to buy it from you and it's putting that consistent content in there because, especially buying like a house, someone's not just going to see something buy right away. Sometimes the sales process takes months or years.

[00:14:10] Go out there and provide content repeatedly, it's about timing. When they need to sell the house, who will think of you? I'll give you one more example of like offline content and this is back in my other area in Torrance, my old house.

[00:14:23] There's a father and son. They're amazing. Every month they put a newsletter and the newsletter is a two-page newsletter. Maybe half a page about housing market. I think it was a one pager, half a page about a housing market, a little blurb about the local high school sports teams, and then some fun fact, and they'll do a raffle.

[00:14:40] There was so many real estate agents that come, they drop their business cards, they do one newsletter, or they do a free cookie and then they stop. But this person, for the last, it was five years when I lived there, every single month's dropped in. When I go to sell my house, who am I going to think of?

[00:14:53] It's the content is important, whether it's offline or online, especially in these days, the content, your social media profiles. That's your business card nowadays.

[00:15:01] **Joey Myers:** I agree. Yeah. Great advice. And that's great for an introvert on just like that. If it's a mailer.

[00:15:07] One of the agents down in LA that I had interviewed for the podcast she owns her own company. She had one in, she had opened a real estate firm in

Florida as well and she was carting people back and forth, people leaving California going to Florida.

[00:15:18] She was talking about that if people stop advertising on benches and billboards and things like that. It could either mean that they're not being effective or that people are starting to shift over to another area, which is making that area more competitive so that she's going to start putting some money into this other area.

[00:15:35] That's one of the things that I noticed with mail ins newsletters that you're talking about, is a lot of people stopped doing it. There was a time in the nineties and maybe the two thousand where those mailings were going out a lot.

[00:15:44] We were getting tons of mail and showing stuff away, but I'm not getting, even today, not getting a ton of mail. It's just from normal credit card stuff, whatever's coming through. So that's great advice for an introvert, and I do the real estate agents around here, I might get maybe about four in a month from different agents, [00:16:00] but it's not consistent.

[00:16:01] Which brings me to consistency, right? In your book, if we're looking at the failure, so a lot of people you've talked about in your book, the one of the biggest things that they don't want to call on a lead or they don't want to, they just don't want to call on a lead if it's calling on a lead or emailing them, whatever.

[00:16:17] They're afraid of that the no saying. Your book is filled with all kinds of great stuff. Tons of information, but maybe top two or three. People that are like that, maybe introverts that are dealing with procrastinating, trying to call on leads.

## **Your advice for introverts procrastinating calling on sales leads?**

[00:16:31] **Simon Chan:** With anything I thought about in my book, In the consistency system, you need to number, have a checklist, component number one. And number two is you got to create and schedule the time, create a routine. Whether it is creating social media content, or you are following up with prospects, have a routine, you got to have that plan.

[00:16:47] Generally the important things that require more courage, more creativity is when we have high energy, we have good energy, we need to do that. When we're tired, it's like the resistance of willpower is just not there, right? That's what most people do online shopping or buy junk at night because they have no willpower or eat junk food at night.

[00:17:03] There's no willpower. So do it in the morning, whatever time you are, when you are fresh. I do all my content in the morning or after I wake up from a nap, I take a nap, I take a morning nap. Once I wake up, I do my most important thing and often that's always sales and marketing. Getting back to if you are afraid of what people are, you're not consistent with your follow up.

[00:17:21] Number one is the first thing before you do anything, and you know this coming from sports, is you got to visualize, right? If you're visualizing, oh man, this guy's throwing 95, you're going to strike me out. Automatically, you lost a battle. You got to visualize hitting the ball. You got to visualize making that sale.

[00:17:36] Think back to a previous sale. Think back to a previous success you've had, and that gives you confidence because you're thinking the reason why you're procrastinating, you are automatically assuming rejection and that is totally a fiction. It's not fact. You assume that they're going to buy, assume they're going to buy.

[00:17:51] Now, that is also fiction. But if you're going to assume something that's not true, you might as well assume positive, because positivity doesn't guarantee success. But [00:18:00] negativity guarantees failure. If you could say, oh, I'm not sure this person's going to buy, and you reach out to them, your excitement's not there, your confidence is not there.

[00:18:06] First of all, close your eyes. Just visualize yourself. That person will buy. Because people do buy. That's the fact. People buy houses all the time. They buy and think back to your previous sale you had, maybe capture a moment, change your environment. Play a music that inspires you. I talk about that, the environment, the music.

[00:18:21] Before I speak, I played the same song repeatedly. I play ACDC thunderstorm. That just fires me up. Even before the show. I'm fired up, right? By the way, like I've done all these 10,000 speaking engagements. I still get nervous. Before we got on, Joey, I was like, oh my goodness, what's going to happen?

[00:18:34] I play ACDC and now I'm fired. Put yourself in that mental and physical state where you feel good and then assume they're going to buy, right? And then if they say no, it's like it's their loss, right? There's a couple of things. Number one, they're not saying no to you.

[00:18:47] It's just the timing is not right. A no doesn't mean never. It's just not the right time. Go and use that social media, right? Because if the timing is not right, ultimately, we're humans, we're emotional and people buy from people they know and trust, right? That's where it comes in. Know and trust.

[00:19:05] I use social media, post stuff, let people know about your kids. Let people know about your family. It's not just business, because people don't want that. People buy, if it's just they buy houses, they'll buy it from any agent. But why do certain people buy it from certain people? Do they have a connection with you?

[00:19:20] That's where social media is such a valuable tool. If you have a certain thing you like, Like I post a lot about baseball and all my followers. They all know I'm in the baseball. Let people know, and I do a lot of baseball in my voice, let people know about these small little things about you because there's the small things that allow people to connect with you.

[00:19:35] How about consistency? My real estate agent now is awesome. I've been working with her for five, six years. She'd been wanting to follow, keep following up with you to buy a house for five, six years. I said I still haven't bought a house. You know what she does? She is the ultimate consistent networker.

[00:19:49] Every Chinese holiday, she brings me some type of dessert. Every birthday, she brings me a cake. And I just told my son that, she's the ultimate networker. She's always following up. If I ever think about a house, I can't [00:20:00] think of anyone. I just think of Didi because she's always there.

[00:20:02] **Joey Myers:** Great advice. For the realtor especially because their business, they're getting big paychecks a lot and some in areas, they're getting big paychecks like LA and San Diego and the luxury market and things like that. It's worth the time and energy to put into that and be consistent about that.

[00:20:16] Like you said, having a checklist of these people and making those kind, the Chinese New Year, birthdays, kids' birthdays, that kind of thing and dropping it in doesn't even have to be a lot. It could be just a card, sending a card out and things like that. I think the jewelry company that I bought my wife's ring when we got married 15 years ago.

[00:20:33] They send me every anniversary, a week before, hey, your anniversary's coming up. Congratulations. Hey, here's 50, 40% off or whatever. So that's great advice.

[00:20:41] I wanted to talk about one thing that I really liked in the book that you were talking about; we call it the King's Rule.

[00:20:46] So when you're talking with these people or the mindset and the visualization is you have to approach it from a perspective of you have a service or a product that is really good and that can really benefit this person, assuming you're not trying to swindle or grift them or anything like that, but you have a product or service that's really good for them and it could really help them either return on investment or it can help them get a scholarship or whatever it is to go into it.

[00:21:09] Not that I must get this like a very desperate type of mindset, but more of it's their loss. If they say no to it, and that might to some seem like a mean thing, but you're not saying that to them. That's just your mindset as if they say no, then that's their loss. I'm going to go to the next person.

[00:21:24] So talk a little bit about that. We call it the king rule, you have a good little description of it in your book.

**Talk a little about how to develop a non-desperate mindset when trying to make a sale...**

[00:21:29] **Simon Chan:** It's like you don't need them, but they need you because you are unique. This is for example, Joey, there's only one Joey Myers. Okay, now, so if I turn down the opportunity to work with you, it's my loss because I missed out on working with you right now.

[00:21:44] If I'd said, it's not your loss though, because there's millions of people you can work with, right? If you're real stage agent and listening to this, someone says no to you. It doesn't matter. It's their loss because they missed out on the chance to work with you. You can go out there.

[00:21:56] Let's find so many buyers out there. Now if you feel that, oh [00:22:00] I'm not that special, then you got to work on yourself internally. What are some additional services, additional things that you can provide that makes you stand out. You are not a commodity, you're just not another agent.

[00:22:09] That's something you got to work on, your personal brand and that's again, the social media content, all that stuff stands out. Going back to my agent, she makes my family feel good, the holidays or the special dates, that's her special thing, right? You are unique. If they say no, they're not rejecting you, it's their loss and not yours.

[00:22:23] You don't need them, but they need you because there's only one and only you.

[00:22:28] Great.

[00:22:28] **Joey Myers:** I love that. And one last thing before we let people know to get a little bit more information about you. One of the other agents, good friend of mine, he's local and he was talking about this marketing.

[00:22:37] He owns his own comp. Him and his wife own their own company, real estate company, and they talk about this, when they're putting their stuff out there on Facebook, because mostly they're on Facebook. I think they do a little Instagram and stuff like that, is they show people, like you said, baseball, like in your Facebook, in your social media, they see a lot of baseball.

[00:22:53] So your prospective clients, customers are going to see that. And that's something that's going to connect you guys and he talks about the same thing, whether it's baseball or whether they're working out because they're big fitness aficionados, different things like that.

[00:23:04] People are scared to put it out there and it could be something as well. I like wine, maybe I don't, I'm not a lush, but like the taste of it and that's something that I would put out. But I'm afraid, I don't want people to think I'm an alcoholic, things like that.

[00:23:16] So sometimes people, they're afraid that they're going to lose somebody, lose a sale, lose a perspective customer, because of what they put out there about themselves. What's your advice for those?

### **Advice for those salespeople who are afraid to show their true colors because they're afraid to lose a sale**

[00:23:24] **Simon Chan:** The more you repel, the more you attract. Before people do one-on-one coaching with me I have them go out, fill an online application, and then after I look at the application, I decide what I want to interview them.

[00:23:34] Then the second step, I interview them and one of the questions I ask them is, why me? Because in my niche, there's so many great trainers out there, why me? And generally, your training is the best. That's probably 5%, 3%.

[00:23:45] Again, that comes, how do they know my style? Because all the content I put out there, my videos, my YouTube and they know my podcast. And number two is because your faith. I post, Jesus Christ, my Lord, and Savior. I post it everywhere. John's 3:16 on every website.

[00:23:56] I talk about it. Every Sunday I post about God. And then because [00:24:00] you're a family man, you spend time with your kid's doing baseball. That's the main answers. Because that ultimately goes back to what I said people buy from they know and trust. If you like wine, that's awesome.

[00:24:08] Post that about, yes you will lose some people, but there's a whole huge tribe, and I know there's millions and millions of people drink wine, including myself. I love wine. Who's saying, wow, you are cool because you like wine more than beer. I like that. I like that person. But that's humans.

[00:24:20] We buy from people that know life and trust, and it's these small things that get people to like, why should I have this person sell my house instead of that? Because I like them better. Because it's about relatable. Instead of just a commodity, you become a relatable human being. Someone that people want to have a relationship with.

[00:24:36] **Joey Myers:**

[00:24:36] Love that. Yeah. I think faith is the big one. I think some people have a hard time with the environment that we're in to put their faith out there and be bold and be okay with that, and I'm the same, I love Jesus. I don't know if you saw the chosen, the show, the chosen.

[00:24:48] **Simon Chan:** Not yet. I heard about it.

[00:24:50] **Joey Myers:** Check it out. But yeah, I think people are just scared to put that out there, whether they're Muslim or Buddhist or whatever. You rarely hear that from people, and I think they're just afraid to repel. But that's great.

[00:24:59] **Simon Chan:** Let me share something with you.

[00:25:00] This was a couple years ago. Because I initially felt if I put my faith, I'm going to lose all these people who are agnostic. My business after I posted John 3:16 at the bottom, because yes, I lost people. But all the ones who are like, oh, Simon, thank you so much for speaking up.

[00:25:13] I didn't intend to, I become like a hero. Wow. Finally, somebody, in my niche that's speaking up is bold about the faith. So yeah, you will lose people, but those are the people who are probably not your type of person, that type of prospect because they're not like you.

[00:25:27] Who's the best lead? Who's the best? There's someone that's like you that can relate to you, that you relate to them, and they relate to you, and they know you. And if they like you, that's the best, that's the best lead you can generate.

[00:25:36] **Joey Myers:** I agree. Very cool. Simon, tell people where they can find you.

[00:25:40] If it's website, social media, I mentioned the book. You can mention the book. Tell people where they can find you.

### **Tell people where they can find you, Simon...**

[00:25:44] **Simon Chan:** You can find me on social media, on Instagram or Facebook at Simon W Chan and or you can just go to [consistencypill.com](http://consistencypill.com).

[00:25:53] **Joey Myers:** Very cool. Let me do a basic outro here. If you like this podcast episode by the way, everybody listens and this is [00:26:00] probably the first one that I did this, I learned this from a couple other podcasts at the end to actually ask you to review and or share this podcast.

[00:26:07] We really appreciate the feedback. If you're interested in hearing more about our multimedia marketing I mentioned earlier at the beginning, then please visit [lead generation SEO services.com](http://leadgenerationseo.com) and click on the marketing events link in the navigation bar to watch about a three-to-four-minute video overview.

[00:26:22] Give you good idea on those.

[00:26:23] Mr. Simon Chan, you are the author of the new book, The Consistency Pill, and I urge you all to go out there on Amazon or any other place where you can

find it, The Seven Step System to Increase Sales and Transform Your Business. And Simon, thanks again for your time here today.

[00:26:38] I know you're a busy guy, wanted to get you, be respectful of your time.

[00:26:41] **Simon Chan:** Thanks for having me, Joey. It was a ton of fun.

[00:26:44] **Joey Myers:** Thank you, sir. All right.