

How A 20-Year Old With 2 Months Experience Landed A 6-Figure Client

**Kyle Tully Interviews
Consulting Tycoon Student
Jock Purtle**

www.ConsultingTycoon.com

Kyle: Hi. This is Kyle Tully from www.ConsultingTycoon.com and today I'm talking with Jock Purtle. Jock is a 20-year-old guy from Sydney, Australia. He's only been in the consulting business for two months and he's already landed his first six-figure client. In this interview, Jock is going to reveal the step-by-step marketing system he used to get that client.

He's going to share with you some of the free tools he used that helped close the client. He's going to show you how he was able to charge \$100 for a service that most experienced consultants are still giving away for free. He's going to explain to you some of the mindset shifts he had to make that helped him overcome the fact that he had no experience, no testimonials and no track record.

Most important of all, he's going to tell you how he's not doing any of the work. That's right, he's getting paid \$9,000 a month from this client and he's not doing any of the work. He's outsourcing everything and just acting as a project manager.

If you're thinking about getting started in the consulting business or if you're already in the business and just need a little inspiration, then you're going to get really excited as you listen to this interview because Jock shows how anyone, no matter what their age or level of experience, can get started very quickly and be making really good money right from the start. Enjoy.

First of all, tell us about where you're from, where you grew up and what that was like.

Jock: I grew up in southwest Sydney and went to boarding school in Sydney. In terms of Internet, I got my first computer at 16 but really had nothing to do with the Internet until I left school. I just did a few searches on Google but other than that, I didn't really have much to do with the Internet.

Kyle: What about entrepreneurial stuff? Was your family entrepreneurial? Did you grow up in a background that supported it or was that a bit of a learning experience as well?

Jock: Definitely. I actually started working when I was eight in my parents' business. My parents own an auction business. I used to collect when they write down all the prices. I used to run around to all the auctioneers, collect them up and take them back to the office.

So I definitely had an entrepreneurial flair from a very young age, moved into buying and selling stuff at the auctions. Started off buying plants and furniture, bought my own computer with my own money when I was 15. I was really proud of that.

Kyle: That's awesome. What were you doing before you got started in the consulting and Internet marketing, between school and now?

Jock: I left school and got myself a big job with KPMG. They're a global accounting firm—one of the top four in the world. Funnily enough, I soon went into their IT division. I was doing a lot of auditing, which was a lot of analytical and boring stuff. To be honest, I was the worst employee in the world, to a point where I got six months through, I'd had enough and I left.

I then decided to go and do my personal training certificate. That was just a whim-of-the-moment thing, and then I started my own personal training business. I had a few clients, wasn't uber-successful, but it kept me going. Then I met a mate through a mate who did AdWords for people and I got onto him. He needed some work done and I needed to be taught how to do the website for my personal training business, so it started from there.

Kyle: Very cool. That's similar to me. I started off in the corporate world in IT and all the kind of stuff. I almost went and got my personal training certificate; I got so sick and tired of working in the corporate world and I was looking for

an out. I was looking at the army and all these different options, but somehow I ended up on the Internet. What was it that first drew you to the consulting side of things? I know you're starting to look at AdWords and doing that kind of online stuff. What's drawn you towards consulting?

Jock: Essentially I was already doing it for free. I was already helping out the chiropractor that I had a joint venture with when I was training, and a friend at that time who owned a children's party business and I was doing my old man's stuff. I was already doing it; I just needed to monetize it. If it's something that you enjoy, it's quite an easy transition.

Kyle: How long has it been all up now, since you've officially been doing the consulting?

Jock: Two months.

Kyle: Awesome, and how long did it take to get your first client—official, paying client, that is?

Jock: I'm doing my old man's stuff, but out of the family, three or four weeks. I've got a business coach I do stuff for and recently I've just got a really big client, which is exactly two months later, so it was a pretty quick succession.

Kyle: Yes, that's awesome. I know you just got a really big client. If you don't mind sharing, tell us a bit more about that client—what kind of work you're doing and the fees you've been able to get?

Jock: I just recently got a large, corporate firm in Sydney. I'm doing initially design for a few new sites, and then SEO for them. Once the sites are done, I'll take over their AdWords campaign. The project is to increase their online exposure and get them more clients.

They spend a bucket load of money on advertising and they're a white-collar service industry so they're a very high-paying client. I've got two sites to do at \$4,500 each and then recurring for both of those sites: SEO per month \$4,500 and then I'll charge a fee for AdWords when that gets incorporated in. I just built a six-figure business in a day with the potential of them wanting two more sites done in the next six months.

That's a multiple six-figure business in the space of two days. I went in there on Wednesday, had a chat with the guy, found out what he wanted to do, gave him a call the following day and said, "Listen, I've got your proposal. Can I pop in? I'm in the area." Went in, went through it, and walked out with a really big check.

Kyle: That is so cool, and you're only 20 years old. Instant success for your business.

Jock: Yes, I turned 20 in July [2009].

Kyle: With all of that work, are you going to do it yourself? Are you going to outsource it?

Jock: I'm doing absolutely none of the work. I've been talking to a web developer who is building sites for me who is in the States. I'm going to use an [SEO service](#) from someone else I know who does a really good job. I'm there doing the managing of the project and I'll be having other people doing the work for me, so I need something to fill my time up with.

Kyle: Right, so you can go out and get another six-figure client and hand that off and keep doing that.

Jock: That's exactly right. It's what I plan to be doing. I'm in for the high-end, high-charging clientele that is spending a lot of money on advertising because A, there are not many people that are targeting them and if they are, they have

no idea what they're doing; or B, once you get them, if you treat them well, they should be with you for life.

Kyle: That's basically the first thing I teach people in my consulting program—you've got to go after people who've got money. There are so many businesses spending tens of thousands of dollars on things like yellow pages and they're not tracking it. They don't know if it's working at all. In many cases, it's simply not working—they're getting a call or two a week, or they're getting lots of calls but not really getting any money out of them.

The first step is to go after people who have got money. There, it's a really simple business case that you can present to them: "Look, what you're doing now isn't really working. It's costing you a lot of money. Give me a little bit of that money and I'll get you something that is working." It's a no-brainer decision for them.

Jock: I completely agree. I actually rang up the yellow pages a couple weeks back. It's \$82,000 for a full-page color advertisement in the Sydney yellow pages for 2010.

Kyle: Wow! It was only like \$50,000 last time I spoke to them.

Jock: Yes, so imagine if they paid you \$82,000 to do SEO AdWords and a proper, optimized site. How much return on investment would they be getting? It's just a matter of understanding that these guys are getting pitched \$10,000 to \$30,000 websites and then \$10,000 to \$30,000 a month maintenance fees. Maintenance means maybe changing a few words here and there or putting up an article, but if you have a look at the big players' sites, none of them have any SEO done on them.

They run really bad copy and it's not marketing optimized. If you can present them a solution that's going to get them two to 20 times' investment, they will

be happy to chuck \$5,000 to \$10,000 at you a month to get a 10-times return on investment any day.

Kyle: Definitely. That's absolutely spot on. You briefly mentioned a few bits of the process, but what was the marketing campaign you used to get this client? Did you use direct mail, cold-calling, did you know this guy and go knocking on his door? What was the actual, step-by-step process?

Jock: I think I was a tad lucky but they say luck equals persistence and hard work. I literally opened the yellow pages. I looked at who was spending the advertising dollars, and those were the people I wanted to targeted because I had a clear outline of the client/clients that I want.

I went through the yellow pages from A to Z, had a look on Whols for who was administering the site. If I couldn't find that, I'd give them a call and ask them if I could send them a personalized video critique of their site, outlining how they're missing out on a massive opportunity to make more money and get more clients.

Then I run through their SEO structure and title description. I'll have a look at their page source, use [SEOquake](#), which is a free tool you can download that pulls apart sites. I run through the Google Keyword Tool (or [Market Samurai](#)) and show them the opportunities that they're missing out on, how many people approximately are searching per month for the main types of keywords they should be optimizing for.

At the end, I just tell them, "If you want to do something about it, I can help." I had a coder put together a quick "submit" form and I just put it on an HTML Dreamweaver page. They just chuck in their details, hit "submit," and it sends me an e-mail. That was step one. Step two, they had to get back to me. It's just like a direct-mail piece. It's really all about timing like with cold-calling.

If someone is ready make a decision and you present them with an offer, that's all that really needs to be done. For example, with the client that I got, it was really perfect timing. He'd already submitted to all the SEO companies in Sydney.

They just had done a [bad] job and were really hounding him. He was sick of getting e-mails and calls from them all the time. He knew that he needed to do something because he even told me that, "I know my website is sitting in the corner in the fetal position," which was the analogy he used. He's a pretty good guy as well.

He just needed the right person to present themselves. That's the thing about making the action—if they're ready to go, then they're in a mindset that they are already taking their time out to send an e-mail to you, so from your perspective mentally, you've already closed the sale. They're ready to go; all you've got to do is just guide them in the right direction and you shouldn't have any problems or objections.

He e-mailed me, I jumped on the phone and asked him, "What do you want to achieve? What are you doing at the moment? How are you measuring it? Are you ready to start right away?" "Yes, yes, yes." Step one was to do an audit. I charged him \$100 over the phone, went away, did an audit. I used [IBP](#) to generate that report.

Next step was I gave him a call and said, "I have quite a few questions for you. When can I give you a call?" He said he'd rather meet me because he's had people call in before, so I went in and had a chat to him in his office. Sat down and really said to him straight away, "I'm here to find out what you want and how I can help you."

I found out what he really wanted to achieve. That means he doesn't want more or better organic results; he doesn't want more clients; there's a real emotional reason and for him, that was to have more time to buy a really nice

house and go on the holidays that he wanted. That was the emotional reason that he wanted to do this, so you've really got to find out what the emotional thing is that they wanted to do.

The surface things are yes, they want more clients, more organic results, but what is the real driver? If you can pull that out of someone, that's when you know you have real rapport. You can use that to get what you want. I asked him, "What are your marketing objectives that have worked in the past?"

He'd done some advertising in overseas newspapers in different languages and stuff like that and we laughed about that. He's currently running AdWords and it's working; however, he knows that that can be optimized more.

We really just figured out where the business was going, what goals he's got in the next 12 months, how is he going to get there, and who is his average client, really understanding his needs and how I can help him—because at the end of the day, you're there to serve and get what he wants. If you can provide that, it's an easy sale, really.

Kyle: You've pretty much outlined the perfect sales process. It's almost exactly to a tee what I teach in my program. You start with people who are spending money. You go to them with a marketing campaign that actually educates them. You've given them a video which is proving that you're an expert. It's pre-selling him on all of your services.

You talked about timing. He might not quite have been ready to make a decision yet, but then when he sees this video and he realizes just how bad his site is, that speeds up that timing process and suddenly, he's ready to move to the next step. You've pre-sold him, he knows you're an expert, he knows he needs this service and you're the first guy in his mind when he wants to take action.

You've made him take action. He's putting his hand up to say, "Yes, I'm interested in this," and this immediately puts you in the control position. He's now chasing you to see if you can work with him; it's not you chasing him. That gives you so much leverage in that relationship. It helps you charge big fees.

As you said, basically the sale is already closed; you don't have to do much. Then you've got his criteria, those high-level things that people really want. On the surface, they might want to get new clients. You start digging a bit more, they really want more money, but then you get to their eventual, highest level criteria and what they really want is usually to spend more time with their family, to be able to take time off, something like that.

You've taken an approach where you're just trying out how you can help him. I'm sure that if you couldn't have helped him, you would have said, "I'm sorry, I can't help you." That really comes across to people. They know if you're just trying to sell them something, or if you are actually trying to help them. You've literally laid out the perfect marketing process for this kind of business, so that's absolutely awesome that you've put that together. I'm really excited about that. That's so cool.

Jock: Also, I might add to just relax in the process. Just let it happen naturally. Don't hound the person. I took two days to get back to him after he'd e-mailed me. It's also a timing thing, like they'll e-mail you when they're ready.

If you send them off an e-mail that says, "Here's the report. When can we chat?" don't send them another e-mail the next day saying, "come on, when can we chat?" Just relax, let the process happen. They're a busy person, running a large company and they'll get back to you when they're ready. That's just another thing I might add in there as well.

Kyle: It's kind of like dating and seduction. You've got to play hard to get sometimes, and sometimes that can be really difficult for people if they're

going after their first client. A lot of people really do need the money so you've got this little voice in your head saying, "Chase him, chase him, chase him," but as soon as you do that, it turns people off.

You really do have to just step back, play it cool and let them come to you. Ninety-nine percent of the time, they will come back to you. If they don't come back to you, it's because they're not ready to move forward and no matter how much you chased them, they wouldn't have become a client anyway.

Jock: Yes, I very much agree. A lot of sales people say to go hard for the close right when they're ready but I disagree. Everyone is self-conscious and has their moments of self-doubt. If you give them time, they'll increase the draw. It's pull-marketing really. You're just pulling them toward you by giving that void of time.

Kyle: Exactly. It's like a vacuum. If you leave this empty space, they'll naturally want to step in to fill it and like I said, if they don't do that, then they're not ready and they're not going to be a client. You did the perfect marketing campaign—step by step it was pretty much spot on.

The one question I want to ask you about (and this is a big objection I get a lot of the time from newbies and especially young people) is how they're worried they don't have any experience and they're worried that they don't have testimonials.

Someone like yourself, who is young, they're really worried that they're too young to do this. They'd be working with experienced business owners who have been working in the industry for 20 years. Did that ever come up? Did anyone ever ask about your experience? Did age come up? Was that a barrier?

Jock: No. No. No. No. And no. He even went through the proposal, I had a few testimonials on there and he flicked straight past them. He really didn't care about what I'd done. He only really cared about what I could do for him. In terms of age, a good mentor of mine said to me, "There are 12-year-old kids making a killing online. You're getting over the hill at 20. You're getting old."

That really stuck out to me, that if you're good enough, you're old enough. That's so true. He knows that I'm young. I gave him the call the other day because I needed to get some stuff from him for web development. I called him on a Friday night and he said, "A young fellow like you shouldn't be working on a Friday night." He knows I'm young, but he doesn't care because I can help him with what he wants.

I was actually reading your blog before we got on the call. The post about the magic of self-appointment—it's so true that it's all mindset. Although people keep on saying "mindset, mindset, mindset," and it sounds like they're blowing hot air, from an "I've done it" perspective, it's so true that if you believe you can, you will achieve.

Until you've made that switch upstairs, nothing of what you want to do is going to happen until you have that voice. It's so true to achieving anything in life, really. Once you have the belief, then it's completely possible. You then aren't just thinking about the problems, but about the solutions and how you can achieve what you want to do.

For example, if you owe some money, you dread, "I owe the money. I've got this date to get it by," but if you actually start thinking about, "Yes, I'm going to get the money. How am I going to do it?" then a whole world of opportunity opens itself up for you to achieve the goal.

Kyle: Right on that. I've found the exact same thing. If you know what you want—and I know you did what you want, you publicly posted in a forum that results that you wanted to get and not many people do that. You knew exactly what

you wanted to get and then you worked backwards and figured out “This is what I want; how am I going to get it?”

Whereas most people would start where they’re at now and say, “I don’t really have any experience. I don’t have any testimonials. I’m only 20 years old. I probably should start off at the bottom rung and maybe work under someone else or do some free work and build myself up.”

Then three years later when they’ve got all of this “experience,” then they suddenly realize, “I could have charged \$9,000 a month from the start if I only had the confidence and self-belief to just ask for the money,” which is what you did.

Jock: Yes, I think there’s a societal stigma that you’ve got to walk before you can run, and I’ve just turned that on its head. I really have no testimonials from clients. Yes, I’ve done stuff on my own sites but that’s really low competition. I’ve just run before I could walk and made it happen really. It just goes to show that it’s completely possible.

Kyle: I think it’s important to note also that the work you’re doing for this guy is not like super-ninja advanced stuff that no one else can do. It’s SEO 101, PPC 101, Website Building 101—it’s really simple stuff that anyone who’s been involved in Internet marketing for more than two or three months, they know most of this stuff and they’re probably doing it for themselves.

What they don’t realize is that there are business owners out there who need this stuff done for them. They are absolutely clueless about it and don’t have the first idea of where to start. There are people like the yellow pages vying for their attention and telling them they should be paying \$82,000 for an advert, which may or may not work. It’s really simple stuff that you’re doing.

It’s not advanced and it’s got huge benefits to your clients. You don’t need to have tons of track record and experience; all you need is some basic

knowledge and the understanding that other people can really benefit from that knowledge.

Jock: Yes, I completely agree. I'm sitting in a market where there are 700,000 competing pages and title competition of about 100,000 so give me three or four months and I'll have him ranking on the first page easily, and quite possibly even the top three positions. I totally don't expect anything for six or seven months and I'm going to turn around and just smash it for him. Literally you're in a market where there's low competition, no one has any idea what they're doing, and if you've got announce of knowledge, you're just going to smash it for your clients. They're going to love you for it.

Kyle: That's so cool. It sounds too easy. I'm sitting here with this huge grin on my face because I know you and you're such a good kid. I'm so proud of what you've done but it all just sounds too easy. What was the hardest thing in this whole process? There must have been something that was difficult, something you struggled with or something that took longer than expected?

Jock: I'd say mindset, this whole thing of getting over the idea that I'm 20, yes, I'm dealing with guys who have multi-million-dollar turnovers. Also self-belief and to keep on going, knowing that it's just time until what you want will be created. The technical stuff is really easy. The hardest thing is really your mindset, your self-belief and your ability to do what you want to do. I think that's true for everyone. We all have doubts in ourselves. It's just a matter of knowing and believing.

Kyle: That's awesome. You know, just about all the successful people, not just consultants but marketers, business owners, people in general, they all have a focus about mindset. Nearly all the people who are constantly struggling are the ones who are focused on these brand-new ninja tactics and the technical stuff.

They want to learn the latest, greatest technique to do something. But the bottom line is, that's not what makes you money. As you're doing, you're outsourcing all the technical stuff. You don't need to really know anything; you just need to know that a solution exists and that you can give it to a client. Then you're outsourcing all the technical stuff.

So mindset is really the number-one biggest thing I'd harp on about in every product I've ever created, every coaching group I've ever done. I'm always talking about mindset because really, the biggest challenge is to get over yourself, master yourself, and learn how to manage yourself. That is a lifelong challenge and it's probably going to be the hardest thing you have to do.

All the other stuff, as you said, it's easy or you can learn it or pay someone else to do it, but you can't outsource your mindset. It really is important that you do have to get on top of that, start believing in yourself and realizing that you can just say yes and then figure out how to do it along the way. You don't need to know everything before you get started. What advice would you give to someone who's just starting out?

Jock: Work on your mindset first. Really question every assumption that you've made about yourself. In terms of technical stuff, find someone to outsource your stuff to or find someone to learn from that has already been in the position where you are, and in essence, jump onto them like a leech and really extract all the information you can out of them.

I know that's what I did. Find someone that's done what you want to do and learn from them because that's just going to skyrocket your results really quickly. You're going to cut out all of the mistakes they made and just do the right thing straight away. Then have a system in place.

Set up a system so that every time you go out and find a prospect, you have something to fall back on and just let them run through the system. If you

have a system, then you have a business and when you have a business, you can go and get clients.

Probably the first two months I spent setting up my systems. I didn't go out and prospect any clients. I got the foundation in place so that when I did go and try to find clients, I knew I had a process in place that I could run them through that I didn't have to worry about having any problems or just knowing step by step.

Find your team. Find your article marketers and your SEO and your AdWords person and your web developer. Really set up what you need to get done first before you go out and find prospects. That's also going to give you a lot more self-belief, knowing that if you have a website that needs done, you just call up Bob the web guy who is in the UK and say, "Bob, I need this done. These are the criteria. How much is it going to cost me?"

He'll give you a price and you just get it done. Having the system in place is going to give you the self-belief to go out and find the clients that you want. I'm going to say it again: self-belief, big time. That's something that only you can really work on and master.

Kyle: It's what I teach in my program. Don't rush out there to try and get clients the first day you're doing this because you probably will land a client and then won't know what to do with them and get yourself in hot water. Spend a little bit of time setting up your business, creating just a one-page business plan of "This is what I do. This is how it gets done. This is how I'm going to be successful. This is how I'm going to market myself. This is how I deal with clients."

Just take a couple of days, a couple of weeks, to go through those processes and like you said, have a system in place that you understand, that gives you confidence in what you do. It makes a huge impact on your results because

first of all, you will get the right type of clients because you've specified the type of clients you want to get.

You'll do great work for them because you've specified what it is you do, how you do it, who's going to actually do it. You've got your outsource team and that kind of stuff and it's just a matter of pushing people through the system. From then on, it's a matter of improving that system—making it work better, putting in up-sells and other back-end opportunities, finding the perfect system that works for you.

Once you've done that, it's just a matter of running the system, which is the easiest part of the business. So that is awesome advice, especially coming from someone who is only 20 years old. That's really impressive; I'm really glad you said that. That was absolutely fantastic, mate.

Jock: I'll just add to that on having the system in place. The client I've got was very hesitant about giving me his credit card details over the phone just to pay for the audit initially, so I pre-thought about that and had a PayPal system in place. I linked it to my survey, which was linked to a thank-you video.

He said, "I don't really want to give you my credit card details because you could be a scam," which I appreciate since he just gets this video out of the blue. I said, "Are you happy to pay by PayPal?" He said, "Fine." So I just copied the link, chucked it in an e-mail, sent it to him while I was on the phone. He chucked in his details and the money was transferred into my account. If I didn't have that system in place, I would have lost him as a client and I wouldn't be sitting where I am today.

Kyle: That goes a lot deeper than that. It sounds like pretty simple advice, but it's all those little things that you do that add up to give you confidence, because if you hadn't done that, in the back of your head, you could have been thinking, "What if he doesn't use a credit card? What if he thinks I'm a scammer?"

You've got all of these subconscious things that you might not be aware of and you might not have even called him. You might not have even gone and done anything because somewhere deep down inside, you were afraid that you were going to fail, and that's just one little example of one of the systems that you put in place.

When you add up five, ten, twenty little systems like that, it gives you all this subconscious confidence and not only that, but it gives you a real-world system to fall back on like in your case, where you actually did need to fall back on it. It wasn't just a confidence thing, it was an actual, real thing that you ended up using.

Jock: If you've covered all bases, then your fear of failure is going to lessen because you know you've got the process cemented in place. You can just fall back on it when you need it.

Kyle: It's been awesome talking to you. I'd love to get you on another call sometime in the future because I know you're one of those people who is going places. You're a guy who takes action. You've only been in this market a couple of months and you're already going crazy places.

So I'm really proud of what you've done. I'm glad I've taken some time out to answer your questions and I'm glad to call you a friend. I've met you a couple of times in person now and you're really a good guy and I know you're going places. Thank you so much for talking to me, Jock. ♦

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