



SPI 303

How a Loan Signing Agent Built a \$30k per Month Business

January 31, 2018



Roman Rosario: The first month we did a few hundred dollars of sales obviously, and that's when we were validating it, but when we really kind of said, "This is a thing," we went out there and we did \$4,000 in sales, and that was the beginning of this year. Then last month we did \$37,000.

Pat Flynn: [inaudible 00:00:15] dude.

Roman Rosario: So we're really excited.

Pat Flynn: Oh, that gets me so amped up. That's a little preview of what you're going to hear today in session 303 of the Smart Passive Income Podcast. My name's Pat Flynn. Thanks for sticking around. Cue the music.

Recording: Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later.

Recording: And now your host, he wonders what his kids will say about him when they're older, Pat Flynn.

Pat Flynn: What's up everybody, thank you so much for joining me today in this session of the SPI podcast. As you can tell it's going to be a great one, we have a lot of numbers to share, a lot of tactics and strategies, together with Mark and Roman from LoanSigningSystem.com. I'm going to have Mark tell you a little bit more about what that exactly means.

It was actually really interesting how we connected. Mark was actually the loan signing agent who or saw me signing documents for our first rental property, and it was through that meeting that we discovered that we had this love for building online courses. He was building an online course for loan signing, and it's done very, very well, and Roman is behind the scenes helping to put everything together. I have them both on the episode today and they're going to talk about a ton of stuff, including some really interesting video strategies, strategies related to testimonies, things they are doing also to help as many people as possible. They're getting a lot of thank-you notes from the lives of the people who they are changing

too. A lot of great stuff here, it doesn't matter what area of business you're in, it doesn't matter what part of the entrepreneurial journey you're at right now, this is going to be really helpful, and more than anything, also a lot of fun.

Mark and Roman were two guys that I knew I was going to connect with very well, and we got coffee together one day and we just had a blast, and I was just like, "I've got to get you guys on the show, because it's going to be great for the audience and it's just going to be a lot of fun." Without further ado, here's Mark and Roman, the two guys behind LoanSigningSystem.com. Mark and Roman, what's up? Welcome to the SPI podcast, thank you so much for being here, both of you.

Roman Rosario: Awesome. Awesome to be here.

Mark Wills: Man, could not be more excited, Pat. Thank you.

Pat Flynn: We have a lot to talk about. Mark, I want to start with you, because you and I got connected in a really random way, and I want to take you back. I told a story already about how you came into the office to sign loan documents, or to watch me sign loan documents, and approve all that stuff, but then on your way out, I don't know what it was exactly, I'm actually curious myself, what caught your eye to turn back around and say, "Hey, what do you do"?

Mark Wills: You go in your office, on the way out you have this amazing thank-you card board where everyone who sends you, "Pat, you've changed my life, thank you for teaching me," and literally I'm walking out and I started reading, it caught my eye, the wall, which is amazing, and people writing you, "Thank you for changing my life," thank you for what you taught, thank you for their course, and I go, "Wow, this guy does courses? I'm trying to do a course online too, so let me reverse and just ask what you do." It was just, seeing all the thank you cards on your wall, and people specifically mentioning, "Thank you for changing my life," and they're reminiscent of some testimonials that we get, and I said, okay, there has to be something in common here. That's what encouraged me

to turn around and just say, “Hey, what do you do”.

Pat Flynn: So we talk, I tell you a little bit about what we do, and I see you nodding your head, you’re like, “Okay, that’s cool.” Then you leave, and then all of a sudden I hear back from you later, “Dude, you’ll never believe what happened!” That’s where Roman comes in. Roman, from your point of view, after Mark and I chat and we do the document stuff, what is that conversation like from your end?

Roman Rosario: It was hilarious. Mark calls me up, probably right after the signing, and he says, “Hey, Roman, I need you to look somebody up.” I’m like, “Okay, sure.” He’s like, “Look up Pat Flynn,” and I’m like, oh my gosh. I’m like, “Come on, man.” It’s like, I’m a long-time listener. The reason why our course is the way it is today is because of Pat Flynn. Your book came out literally right when this all came about, Will It Fly, and we use that as a manual. I’m like, “Yeah, I don’t need to look him up, bro.”

Pat Flynn: This is crazy.

Mark Wills: I know, so I call him right when we walk out, and Roman’s obviously my business partner, and I literally call Roman like, “Man, I just did a signing with this guy, he does courses too, he has all these testimonials on his wall, there has to be some type of synergy.” I’m like, “Look this guy up,” and Roman’s like, “I’m busy.” I’m like, “No, look this guy up right now.” He said, “Mark, I’m doing something.” I said, “No, because look at this guy. I’m telling you, he has a thousand testimonial cards, and his name’s Pat Flynn.” He goes, what he just said, “You mean Pat Flynn?” I’m like, “Sure, Pat Flynn.” He’s like, “You know this guy molded our course.” “No, I did not know that. I just know ... What do you mean he molded our course?”

Pat Flynn: That’s so funny.

Roman Rosario: Unbelievable.

Pat Flynn: It’s really a lesson in the fact that this is a very, very small world out there, and we are all somehow connected. I got so excited to

... Actually I wanted to schedule a coffee with you guys, so we had coffee together. I learned more about what you guys are doing. Mark and Roman, you guys are doing some amazing things in a space that I never even knew existed, so Mark, can you talk about what it is that you do? You mentioned a course; what is this course? What is your skill that you're teaching others online?

Mark Wills:

Yeah, great question. I teach people how to be loan-signing agents. What is a loan-signing agent? Whenever a mortgage needs to be closed they have to hire an independent third party, someone who's not related to the mortgage transaction, to walk a borrower through a set of loan documents. Essentially for staring at someone signing a stack of paperwork, you get paid \$100 to \$150 for that appointment. Like you were telling everybody, you were buying a home and I was watching you do the signatures, and the appointment that we did together was about 30 minutes if you recall, and for that I made \$150. The skillset's so very easy to teach people, like literally it's nothing more than knowing where a person should sign, date, and initial. I'm a loan-signing agent, I own a loan-signing service, which means I hire out these loan-signing agents, so I find loan-signing agents all over the country to do these closings with borrowers.

Essentially when a borrower is going to sign for the mortgage paperwork, there needs to be a signing agent, somebody who's not related to the transaction, meaning the mortgage officer or the real estate agent, that walks a borrower through a set of paperwork. For that appointment, that takes about an hour, signing agents all over this country make \$150 for something that is ridiculously simple. I teach people how to do that. Our course teaches people from all walks of life, every state in this country, how to be loan-signing agents and make \$150, whether that be part-time or a full-time career like I have.

Pat Flynn:

That's incredible. I know you've been able to help change a lot of people's lives, because a lot of people who've been looking for other means of generating an income, this is a kind of unknown way that you've been able to teach people, which is great, but I'd

love to get into the origin of creating a business out of this. Is this something you were doing before? And when did you get the idea to actually turn this into something you could teach to others?

Mark Wills: That's a great question, and it happened very accidentally. I'll let Roman take this part of the story, because it really was kind of his brainchild of how our loan-signing system course got set up. Roman, you want to answer that?

Roman Rosario: Yeah.

Pat Flynn: Yeah, thank you.

Roman Rosario: Yeah, absolutely. Mark and I have actually been friends, actually since high school, and we've both been entrepreneurs through the years. He started, obviously, doing loan-signings in the real estate industry, I actually started a company called RealCrowd.com, which is an online website where you can invest in real estate from coast to coast. I built up the sales team there and that company's doing great, but where I was at in my life, though, is I was about to get involved in another company, and so I was basically in between jobs.

As any smart entrepreneur knows, being able to survive during your transition phase, your startup phase, is key, so I go to Mark and I say, "I know you've been doing these loan signings; can you teach me how to do them so I can put food on the table?" One of the nice things about being a lease-signing agent is you can do it on your own schedule, it's very flexible. I went to Mark, asked him to teach me, he said, "Absolutely." He shows me step by step how to do it, and as I'm getting my notary commission he literally takes evening, he basically sits me down, and we do a Facetime, and he walks me through a set of loan docs. I learned in one night how to go through, basically, a set of loan docs. Fast-forward a couple weeks, and I'm off to do my first loan-signing. It took me a little over an hour to do my first loan-signing, and for that loan signing I got paid \$100. At that point I was just absolutely amped up.

So Mark and I get on a phone call right after that and he's like, "How'd it go," and I said, "This thing is awesome, dude." Mark, you can actually tell this part of the story better than I do.

Mark Wills:

Roman calls me up and I'm all juiced, I just helped my buddy make \$100 and I'm helping him and his family, so I call him, I'm like, "Man, how'd it go? You made \$100!" Roman's like, "We need to teach people how to do this." I'm still putting the pieces together. I'm like, "How was it like making \$100 for an hour worth of work?" He's like, "Mark, we need to figure out how to teach other people to do this." I'm like, "How did it feel, Roman, to make \$100 in an hour?" Then for the third straight time he's like, "Mark, we need to figure out how we can teach people how to do this." I'm like, "Wait, what do you mean?" He's like, "We need to figure out how to do a course around this, because you taught me, I'm in Davis ..." That's northern California, which is about seven hours from San Diego, where I'm from. He was like, "You taught me over the internet on Facetime how to walk someone through the paperwork. That means you can teach anyone how to do this over the internet." I go, "I never thought about that." I'm like, "I'm not a tech guy." So I go, "Okay."

Roman Rosario:

It was crazy. The thing that was going through my mind is, A, I couldn't believe how easy it was to learn how to do a signing. Then B, how easy it was to become a notary. Being a notary is really easy, you just take a 30-question test in California. A lot of states don't even require tests. Then C, how easy it was to make \$100 in such a short period of time. I'd heard about, at the time, teaching others online, and I'd been an entrepreneur before but I had zero experience on bringing a course online, and zero experience in what I now call being an infopreneur. At that same time, I'd been a long-time listener to your show, and your book literally, it was beginning of last year, I remember to this day, I hear you promoting your book *Will It Fly*, and you talk about validating an idea. We took that, and I got your book as soon as I heard it, and I used basically all of your validation ideas as our game plan for this course.

Pat Flynn:

Cool. Mark, this course is being created, what are you thinking about this? Are you at all thinking this is kind of crazy, because

you've never done it before? What's going through your head?

Mark Wills: Literally couldn't have said it better. I just kind of let him run with ... Because he's a total entrepreneur, [inaudible 00:11:23] graduate, and I just let him run. He basically, "Mark, you've got to figure out how to segment this out so we can teach it," and I'm just kind of like, "Yeah Roman, whatever." Like he was just telling you was, in the background what I didn't know was, he's validating, which I didn't really know what that was, and he was doing whatever your book encourages people to do. Then finally he just comes back to me and is like, "People want this, we're ready, you need to figure out how to present this over a webinar. We're going to record this webinar. I'm then going to chop it up." Then I'm like, "Hold on. You've got people to sign up for a webinar? I'm confused." He's like, yeah.

Roman Rosario: Yeah.

Mark Wills: Yeah, literally. I'm like, "So how do I do it?" He's like, "Just do the way you taught me." He's like, "You taught it in a system." I'm like, "What do you mean?" He's like, "You taught it systematically to me. You have a same on how to teach somebody." That's really where, our course is called Loan Signing System, and I didn't realize I had a system until Roman brought it to my attention. I said, "I can do what I did with you, Roman, over Facetime." He's like, "That's perfect." I just kind of let him run with everything until he literally sat me down in front of my Mac and I was teaching ... I don't know how many people we had on our first webinar, I think maybe it was four or five-

Roman Rosario: No, I can go over the numbers but we had 15 people ... We had four people end up buying it, which was nice.

Mark Wills: Okay, [crosstalk 00:12:44].

Pat Flynn: Okay. Walk-through us, how did you validate this? It sounds like you validated it through, A, seeing if people would even be interested in learning more in a webinar. Walk us through that process.

Roman Rosario: Yeah. It's funny, because Mark said that he'd just let me run with it, and one of the things ... I literally was taking the chapters in your book and was digesting it, and applying it as we went. You have something called pre-flight planning. Essentially when Mark was saying, "Roman was talking about how we'd segment the course," all I was doing was taking your idea on mind-mapping, essentially. I remember, I still have it to this day, you recommend going into MindMeister and writing down all the ideas. All I was doing was talking to Mark and getting the ideas, and I'd put it in MindMeister, and that kind of created the framework for our course.

Pat Flynn: Nice.

Roman Rosario: We did a market map, all of the different influencers out there, the other courses out there, the different people that we should target, and I did that as well.

Then it comes down to validating the idea. One of the biggest things that I got from the book is actually, you quoted Tim Ferriss, and he says, "Don't ask if they will buy; ask them to buy." That's when we were saying, how do we truly validate this idea? We're going to have to ask them to buy, and how are we going to do that? What we ended up doing was, we literally followed the steps in your course. You say get in front of an audience, hypertarget, interact with them, and then ask for a transaction. I said, okay, what's the best way to do that? One of the recommendations was a webinar, and so we said what we're going to do is, I'm going to set up a webinar.

How it worked is, I set up a form-fill on a website, so I fired up a website through Weebly, I think it cost me \$20, created a simple form-fill with a little bit of copy, I placed an ad in Facebook to run traffic to that, I spent ... At first I thought it was \$20 but I actually spent \$50, and we got 142 clicks, and 30 people signed up. That wasn't bad, and so that was actually pre-webinar. I actually ... I want to take a step before that. That was just validating if people would be interested in this. We actually didn't have a date and we didn't have a course. I think the copy said, "Sign up to get access to the course when it's released." That's all it said. 30 people signed up. At

that point I went to Mark and I said, “Mark, I think people are going to have interest in this.” Then at that point we set a date.

We set a date for, I think it was like a couple weeks out, we just used GoToWebinar, and we did the same thing with the Facebook ads, and we hypertargeted. The beauty of Facebook is that you can target people’s interests, and so we targeted people who had some level of interest in being a notary public, or an interest in notary publics. We did that, we set up the ads, quick and easy ads that basically said what you could make per appointment with your notary license part-time on your own schedule, and we offered a free course. What we did is, we structured our webinar basically where the first hour is going to be free, but we remembered the quote in your book and we said, you know what, we’re going to ask them to buy in the same webinar. The first hour’s going to be free, and if they want to stay and get the rest of the training then they’ll have to pay.

We set it up that way, and our first webinar we got 100 signups, we had 15 people actually show up the day of. Those 15 people got a free one hour of training, and then at that point we asked them, if you want the rest of the three hours, you’ve learned how to do the first part of a signing, learn the second half of doing the signing, as well as how to get loan signings. For that it would be \$150, is what we charged at that point. Then we went through that, the people showed up, and then four people ended up buying.

Pat Flynn: Four people, so four out of 15 based on who showed up live and paid attention, which is about 26%. In the book I say, if you get 10% that’s a good enough key indicator that yes, you should continue to move forward.

Roman Rosario: That’s right.

Pat Flynn: You guys got four out of 15. What are you feeling at this point, Mark? You just did this webinar, you see these sales come in, tell me what’s going through your head.

- Mark Wills: Everything Roman told you about the validating, would've had no idea what was going on. [inaudible 00:17:34] further back he says, we have a hundred-something registrants, you're going to do, just do what you did with me." When he talked about that point I was just kind of lost. That's when I was telling you, when we met for coffee, I had no idea Roman was following everything you did step by step, which is just so funny about how small this world is. Yeah, I was blown away that we had 15 people show up, and then I was blown away, we had four purchases. At that moment I said, "Roman, we are onto something." We did \$600 in about three hours, that was how long the webinar was when we first started. Literally I said, "When's the next webinar?" That was [inaudible 00:18:10] literally my next question, "When's the next webinar".
- Pat Flynn: Nice. That's great.
- Mark Wills: Then I believe we fired up another Facebook ad, and then now at this point, once I realized that there was a business, I then went all-in onto the online world, and I'm maybe a year deep into this amazing new world that you're a very big part of. I now understand what Roman's saying about validating. Right when we had that, then we started getting into, we started A-B testing Facebook slides, ads, and kind of the rest is history.
- Pat Flynn: Roman, tell us, after that first webinar you found success with it; did you release, set up a new webinar immediately after that? What were some of the next steps?
- Roman Rosario: What we really wanted to do is, we wanted to make sure that ... The goal was to validate the idea, but the ultimate goal was to be able to wrap a course together that people could walk through and really learn how to become an expert at being a loan-signing agent in a short period of time, and then have that as an evergreen course that people can watch any time they want in the comfort of their own home through recorded videos. Well all we had was a webinar, and so we said, how do we want to set up this course? Do we want to record Mark in front of a stack of loan documents now that we know people will buy it?

What ended up happening was, we kind of, as a result of doing this webinar we were like, “Oh my gosh, this is such a great format to teach people.” Because it was a live webinar, and people’s mics were on, and they had questions about certain paperwork, and they’re the same questions that other people would have. It was such a good way of training people that we said, you know what, let’s record a few more of these webinars and keep it in a webinar format, so people viewing, when they do purchase an evergreen course and view it, they can hear the questions. They’ll have the same exact questions as some of these guys. Mark is a lot more engaging when he’s answering questions as well, and so we said, why don’t we just set up a few more of these webinars and take all of the pieces from those webinars, and create a course from it. So that’s what we did.

We set up about three or four more webinars, and it took us several months actually, because we were both working at the time. By then I was into my next gig, and Mark was obviously running a signing service, and so it took us a few months to actually put it all together, but it worked out great. Then I had to cut it up and turn them into videos. Once we had all the videos kind of cut up and put together, then we had to package it, and then we had to validate the second part, which is, will people buy an evergreen course? I knew nothing about that either, so I had to go out and revalidate that. We had a package system, package videos, then I had to build out the website a little bit more and we had to create sales copy, and there was all types of next steps. It took us some time to put all that together.

Mark Wills:

Just real quick, just for anyone who’s listening to the podcast who wants to build their own course, like he said, we validated whether me just talking to a camera and trying to instruct without a live audience and how that would look and feel. Because there are some courses out there where people just do PowerPoint presentations without any interaction with a live audience. We did that, and it was terrible. We then realized that getting the live feedback not only makes me a better presenter as far as being engaged and being excited and trying to help people, but

sometimes no matter ... Especially if your course material is long, you kind of sometimes forget what to talk about. Then when the students ask questions they pull out of you what you may have forgotten to talk about. If anyone is listening and they're curious about making their own course, I would recommend doing with a live audience, and obviously having your course notes in front of you of what you want to teach, but allowing the students to ask questions in real time.

What I did which some people don't do is they allow the students to write in the questions, like on the GoToWebinar control panel. I actually try to make it as classroom feel as possible, where I turned everyone's mics on. When I started the webinar I said, "Everyone's mic's on, so if you have dogs, children, can you please go into a room, because we're going to set this up classroom style. If you have a question, just kind of say it out loud." What's really cool about that is the feedback we get to this day, is I love how I can hear all the students' questions, because those are the same questions I would have if I was watching it.

Once again, that conclusion wasn't made right out of the gate, because we did the PowerPoint style and realized that wasn't there. We also did the write-in-the-question style, and then I'll answer those questions. Because for instance right now I'm watching a Perry Marshall course on Google AdWords, and he went with the idea of people typing in questions. I can't see the questions, he had to repeat the questions, and he's obviously paraphrasing, and I don't think that's effective. Anyways, that's my two cents. Kind of wanted to back up a little bit about the course creation, because people obviously listening, so the classroom style I think is great.

Roman Rosario: That's a good point.

Pat Flynn: Yeah, that's great. When people get access to your course now they're watching, essentially, a recording of live teaching of this, and therefore they just feel like they're a part of that classroom.

Mark Wills: Exactly. Literally exactly. I keep the dead space in there. I don't

know if I'm getting to granular here, but when I ask questions in the webinar live, there'll be like four or five seconds where I'm hoping the student's brain's turning and answering that question back to me. When they watch it prerecorded that dead space is still in there, because I'm hoping the student watching it prerecorded is kind of answering the questions out loud. Whereas some people choose to cut out the dead space, I actually keep it in, because to me it encourages people to be super interactive. Even though it's not live, it feels like it is live.

Pat Flynn: Are you guys being up front with the fact that this is something that was prerecorded, and it's not live? Like people's exact questions won't get answered?

Mark Wills: 100%.

Pat Flynn: Cool.

Mark Wills: It's literally in some of our ad copy. Some of what makes us better, our competitive advantage, is we try to tell people in our copy, these are prerecorded live webinars. You're going to hear other students' questions. Same questions you have, you will here in these.

Pat Flynn: That's cool.

Mark Wills: We actually use that as a competitive advantage in a lot of our copy.

Pat Flynn: I like that. That's really great. I thought it would be a disadvantage, but you've spun it around really nicely. That's great. Roman, tell us a little bit about what the business looks like now. You had mentioned four sales from that first webinar. If you don't mind sharing, you can be as specific or general as you want, what are the numbers looking like now?

Roman Rosario: It's been several months now, and the beauty of the way we started was that we started with very little capital upfront. We put in just a couple hundred dollars to validate this. That was the beauty of the

Will It Fly book. We were able to validate very quickly if people liked or needed this course or wanted this course. Once we did that, we created the course, and then now we're getting course sales.

The beauty of it is, now we're getting more feedback from people, not only from people of what else they want to learn in the course. Which we continue to add to the course, and we'll add it both in webinar style as well as more refined, record Mark with the green screen, those type of things, but then we also get testimonials from them. That's really allowed us to showcase the results that our students are getting, and that builds off of each other. If you have a successful course and you've helped somebody make \$150 an hour, that person wants to tell everybody. We record that now, and we've been getting testimonial videos from our students, and that's really allowed us to grow our business.

The last month we did, for example ... The first month we did a few hundred dollars of sales obviously, and that was when we were validating it. But when we really said, this is a thing, we went out there and we did \$4,000 in sales and that was the beginning of this year. Then last month we did \$37,000.

Pat Flynn: [inaudible 00:26:34], dude.

Roman Rosario: We're really excited.

Pat Flynn: Oh, that gets me so amped up.

Roman Rosario: The thing is, Pat, you said it best, there's something that you say in the book, and it says you earnings are a byproduct of how well you're serving your audience. All Mark and I do is say, how can we make this course better? How can we allow these people to take their business to the next level? We've added things like monthly mentorship, and that monthly mentorship has been absolutely unbelievable, the results that people are getting.

Pat Flynn: What does that look like exactly? What does that mean?

Roman Rosario: Mark, do you want to go into that?

Mark Wills: Yeah, absolutely. What we've set up is a Facebook group that is a mentorship group where they essentially can ask any questions they need to be mentored on. Because being a signing agent is amazing, because it really is, you're starting a little small business. And so there's a loan signing system mentor group, where if you have any questions out in the day, you're like, "Shoot, I just had this happen at a loan signing, a real estate agent just said this to me," they post a question in the Facebook group and then I'll answer it. They kind of get me 24-7 without me answering every phone call.

The really cool thing about Facebook groups, and I'm probably not the first person to say this as someone who owns a course, is by networking your students or people who've taken your course, sometimes they answer the questions for me. If a beginning signing agent says, "Oh man, this just happened," one of my signing agents who've been with me six months will answer. I don't necessarily need to answer every single question, but they are getting that mentorship. Then if one of my students can't answer it, I'll jump in and answer it. It's really a way to call it a mentorship group, but the cool part is, some of your current students will mentor them for you. Then ultimately if they can't answer, I will chime in.

Also why we chose a Facebook group as a perform to a mentorship group, because of Facebook Live. Every other Thursday I'll jump on a Facebook Live and basically give a mini training presentation, or basically a mini Q&A session. Any problems you're dealing with out there, let me add it and I'll answer it for you. The really cool part about doing Facebook Live kind of in a group setting is, what I've learned over the past eight, nine months is that a lot of people kind of have the same questions. If one person asks and then it really takes away, 14 other people had that same question.

If you're out there thinking maybe you want to do a Facebook Live, my first inclination was to be a little intimidated, like I'm going to be on a Facebook Live presentation for three hours because I have 200 people asking me questions, but you really find that

everyone kind of has the same questions. I'm really actually on my Facebook live sessions for about 30 to 45 minutes, and that's how it looks. Basically it's a Facebook group, and I use Facebook Live as a platform to do a live training Q&A, and then they can ask me questions on the wall, but most other students answer those for me.

Pat Flynn: Do you just do those directly in the Facebook group on your desktop, or are you using any other external tools to go live?

Mark Wills: No, I actually do it on my iPhone, so I shoot everything off my iPhone.

Pat Flynn: Oh, even better, even easier.

Mark Wills: Yeah, I shot everything on my iPhone, Facebook live on my iPhone, I'll do my Facebook Lives when I'm out there trying to ... For lack of a better phrase, this course is still kind of my side hustle. I still work my loan signing service and my lease-signing agent business until this really takes off. I'll do this, I'll do my Facebook lives in between appointments with clients.

Pat Flynn: That's cool.

Mark Wills: Yeah. Facebook's one of the best platforms, obviously, you can use to get [inaudible 00:30:06].

Roman Rosario: That's the beauty of an online course Pat, is we did \$36,000 last month, and we're bootstrapped, Mark is still recording stuff off his iPhone, we still haven't spent more than \$400 or ... What did we spend on our recording equipment?

Mark Wills: Yeah.

Roman Rosario: You want to go over that Mark? It's unbelievable. You can do this whole business for almost nothing. Mark does these recordings of videos, and he researched all of the recording stuff to keep us ... We have very high quality recordings for less than \$200 in equipment.

Mark Wills: I think what Roman's alluding too is, our YouTube channel, and I

apologize if this is a tangent you don't want to go down, but our YouTube channel is one of the biggest things that drives us traffic. Because everybody's already searching how to be a loan signing agent ... YouTube, as we all know, is the second largest search engine on the internet, so our YouTube station has well over 400,000 views on it, so we have a pretty big presence on YouTube. We have these pretty amazing YouTube videos, and they're all shot with my iPhone 6 front-facing camera. I bought a fancy Sony A-6000 when I first started this, and I've learned over the past nine months, your iPhone's all you need. I bought these \$300 microphones and I literally just use my iPhone headphones and cut off one year and use the mic, and that's what I use as my mic. I bought a \$99 setup on Amazon green screen and moving lightings, and then I use a \$99 cellphone teleprompter, so when I record all my blogs I'm using a teleprompter off of my cellphone. My YouTube channel, people think I have this \$5,000 setup, and I shoot in my home office with an iPhone.

Pat Flynn: That's cool. What's your YouTube channel name?

Mark Wills: Thank you for asking. Loan Signing System, just like the name of the course. We have a bunch of free content. It really is our biggest generator of traffic, especially free traffic, that we obviously don't spend on. Would recommend anyone doing a course to build some type of YouTube presence, because it's unbelievable the amount of traffic we get from YouTube.

Pat Flynn: That's really great. Roman, what are you guys doing on YouTube to get people to sign up for the course specifically?

Roman Rosario: Basically on YouTube we basically have a few types of content on YouTube. We have our training lessons on YouTube, Mark does a quick tip of the day on YouTube, and then we'll have a-day-in-the-life-of type videos. Then of course testimonials, so I guess we have four different types of videos. Basically we were posting weekly, now we're posting maybe twice a month. The most important thing on YouTube to convert that to traffic is your call to actions, you've got to make sure your call to actions are very clear. We've AB

tested our different call to actions of asking them to visit the site, subscribe, and like, and when we don't do that, it is a night and day difference. You've got to make sure, everybody says these basic things. The call to action, you have to do them. Then also you have to make sure you're linking back to your site. The beauty of YouTube is, they allow you to do that with your end-screen cards, and then throughout the video you can add cards as well. I make sure that we have three cards during the video, we make sure we have an ending card that links back to the site, and that generates traffic and sales for us.

Pat Flynn: Love it. That's great. We'll make sure to link to that YouTube channel in the show notes and all the other stuff we're talking about too. I also have to give a big shout-out and thank-you to you guys live here, because you guys gave me a great tip when we sat down for coffee. You guys knew that I had just finished up my Power Up Podcasting promotion for my course, and it was coming out again and you were like, "What are you doing with these testimonials that you're collecting?" I'm like, "I'm collecting them, I'm putting them into Wistia, and then I'm just putting them on the sales page," and then they're like, "Dude, you should have other people create testimonials and actually post them on their own YouTube channels." I was like, "Would they actually do that?" They were like, "Yes, if you really helped them they will." If you look up Power Up Podcasting you'll notice a number of people who were students of mine, and still are students of mine, who have posted testimonials up there, so now when people look up Power Up Podcasting on YouTube, they're seeing real students talk about how great the course is and how it has helped them.

Mark Wills: Exactly.

Roman Rosario: Amazing. Love it.

Pat Flynn: I have to give a big shout-out and thank-you to you guys, because I've had a number of new students tell me that they looked up my course on YouTube and found these other people talking about it, which is a lot more powerful than me talking about it. Thank you for

that.

Roman Rosario: Wow. That's great.

Mark Wills: To kind of piggyback on what Roman was saying about the call to action, and the call to action is so big, what I was saying is that the videos on our YouTube station that says, "Click like if you like this video," we'll get four times the amount of likes if I don't say it at all. It is amazing what happens if you actually say the call to action. Or when I say subscribe to my YouTube channel the amount of my subscriptions will go up drastically if I don't say that at all. There's a saying, is people like to be told what to do. My biggest two cents is ... You'd be surprised what people will do if you just ask.

Whenever you're doing YouTube videos out there, if you're listening to the podcast, make sure you put the call to actions. It seems a little cheesy, you might have 100 videos, but you don't know what videos they may or may not be watching. You have to assume that the video that they're watching is the only video they're going to watch on your YouTube station. You can't make the assumption they're watching every single one. That was kind of the mistake I made in the beginning. Now every single video, no matter how small or big, it ends with, "If you like this video click like. If you want more content from me subscribe to my YouTube channel, if you want any more feedback please comment below." It's kind of a handful to end everything with that, but the amount of people actually commenting, the amount of people actually subscribing, the amount of people actually liking the video, goes up exponentially.

Once again, don't be afraid to ask people, have a call to action, because you'd be surprised what they do. Kind of like what you said, you asked these people to post YouTube videos of you, and they do. Call to action's huge, and that's what I really want to say, because YouTube is a huge driver of business for us, and we love it. We love that platform.

Roman Rosario: Yeah, that's awesome.

Pat Flynn: That's awesome. Roman, besides YouTube, what else has been the big movers in helping you go from \$600 to now \$3,700 a month?

Roman Rosario: YouTube has been huge, and then Facebook is obviously, everybody's on it, and you can reach people in a lot of different ways. What I'd encourage you, actually with your testimonials Pat, one of our best performing ads, and we do run ads now, a significant amount of ads through Facebook, but one of our best performing ads is the testimonials that we've gotten. We've gotten some amazing testimonials of people that had two or three additional jobs, and they've been able to replace those with just doing loan signings now, and made more in a couple hours than they did in two days worth of their other jobs. Those are the type of testimonials that we put on our website, and we also create Facebook ads with those. I have a carousel ad of the top five or six testimonials, and that's been a great ad. Facebook is one, we're diving deeper into Google AdWords. Google AdWords is great because people search with intent, they're looking for a solution, and we're getting deeper into that. I think we know the basics, but we're teaching ourselves.

One of the things that I really love about the way you teach and the Will It Fly book is, it allows you to validate things yourself. It kind of encourages you to keep your hands in your business. Mark and I have really kind of taken a concerted effort to really learn these things like Facebook ads. I knew almost nothing about Facebook ads before this. I knew nothing about Google AdWords. I knew nothing about a lot of this, but because of the concept of validating ideas, we literally walk through that same process on almost everything we do. We validate things on Facebook to see if, if we run ads are people going to come to the site? We validated it, great, and then from there it's just AB testing. Which ad works best? Does a video ad work better than a picture ad? Does this copy work better than that? It's really been an amazing journey for us, and we have you to thank a lot for that. Thanks a lot, Pat.

Pat Flynn: Yeah, that's why I do what I do, to hear stories like this, but obviously I just talk about the systems and how to do things, and

you guys are the ones that really deserve the credit, because you guys are the ones taking action. Again, it was just so cool that we all got together and had coffee and met, and how we did, and now we can have you on the podcast and share and inspire even more people, which is super cool.

To your point of just doing things on your own first, I think that's really important. A lot of people try to hand off those kinds of things right up front, and that's very dangerous, because if you build a business based on something that you don't know how to do, if that person who you hired out to do that goes away, or if they just quit their job or they move on to something else, then you're kind of stuck and your business is affected as a result of that. I'm sure down the road, you guys are very close to that point, at least with Facebook, maybe hiring somebody to do that, or at least getting it in an automated system where you don't have to focus on that any more, and you guys I think are there. Because you're now devoting more time into these other aspects, and you're exploring, you're testing, you guys are doing all the right things. I'm excited to see the next conversations we have in a year or two from now, when you've 5x'd and 10x'd this business.

The other important thing I just want to note is that, you had stressed these testimonials, we've talked about it a few times, I think for your guys' business specifically, because it's so new and because it involves people making money, and you're teaching people how to make money, the testimonials become so much more powerful when they are truly real, and that's why these videos, and why they live on YouTube, that's why they're so important. This is something that truly can be life-changing for people, and you are showing the stories of the people that you've changed. You're not just saying, "Here's Jim from Kentucky who made x-hundred dollars.

Roman Rosario: Right.

Pat Flynn: You're talking about how it's actually made an effect emotionally, and that helps other people to want to join in on that too.

Roman Rosario: Yeah.

Pat Flynn: I'm super proud of you guys, I cannot wait to continue to see you guys grow in the future. Now one final thing, one final question for each of you. That is, for those who are literally at the start of their business, they've just maybe done their first webinar, and maybe they just made \$600 and they're ready to continue moving forward, Mark we'll start with you, what would be the best advice for that person who has found just a little teensy eensy weensy little bit of success? How can they help scale that success moving forward?

Mark Wills: What I want to say, I wanted to jump in a few seconds ago, is I think Roman has a, and this goes to answer your question too, Roman at the very beginning told me, no one's going to care about your business more than us. I was one of those guys in the beginning, "Let's farm out the Facebook ads. Let's farm out the Google AdWords. Let's farm out the SEO. Let's farm out the blogging." What I would say to answer your question, and to piggyback what we just kind of talked about, is no one's going to care about your business more than you. What I would say to that person who just started tasting success, dig in your heels and go even farther. You've got to go all-in, you have to be relentless on education.

Me and Roman, I've mentioned Perry Marshall, Russell Bronson, Jon Loomer, Maxwell Finn, Pat Flynn, we try to get our hands on as much information as possible and learn as much in every aspect of our business. So if you've got the first taste of success, my advice is go all-in. You know that you have validated something; from here on out, just be a student of people who've done it before you, and go out and just learn-learn-learn. Because it's so amazing how we went from \$600 to back-to-back months plus 30K in less than a year. We're going to be a multiple six-figure course, but more importantly we've helped thousands of people change their lives, and that was probably the most rewarding part of doing what I do. If someone's made \$600, you're changing someone's life. Keep going, because what keeps me going is continuing changing people's lives. Like I said, making money is a big thing. Just go all in, and be a student, and learn from other people. That was a long answer, Pat.

- Pat Flynn: No, I loved that answer. It was a great answer. Thank you. Roman, would you agree with that?
- Roman Rosario: 100%. Mine is right in line with that, so my advice would be, don't try to reinvent the wheel. Pat, you have this book, it's called Will It Fly. It was literally our game plan that we ... I had no clue how to start a course. I followed, I believe it was chapter 17 to a tee, which is about the true validation where you're asking for money, to a tee. People, they've already created the framework for you, so if you just follow it, don't try to boil the ocean and try to do all things, just kind of take it step by step. Take step one that's recommended, validate the idea, and then take step two. If you do that then you'll keep moving forward, and if you keep moving forward you'll have success.
- Pat Flynn: Love that. Guys, thank you so much for your time today and the inspiration. Mark, where can people go to check out the Loan Signing System?
- Mark Wills: Thank you for asking. At LoanSigningSystem.com/spi, or on all social media platforms, Facebook, Pinterest, Instagram, YouTube, just search "Loan Signing System". If anybody wants to make a couple of extra dollars we feel the loan-signing industry is the best-kept secret in America as far as generating income, so we'd love to help more people. We want to help as many people as we can.
- Pat Flynn: Awesome. Thank you guys, I appreciate you. We'll talk soon, and have a great day.
- Mark Wills: Awesome, thank you Pat.
- Roman Rosario: Thanks, Pat. Really appreciate it.
- Pat Flynn: All right, I hope you enjoyed that interview with Mark and Roman. Again, you can find them at LoanSigningSystem.com/spi, or if you actually wanted to check out some of the free checklists and things that they have for those who are interested in potentially becoming a loan-signing agent, you can actually go to LoanSigningSystem.com/SPI, and you'll see the download there. As always you



can get the links and the resources mentioned in this particular episode by going to the show notes page, which you can find at SmartPassiveIncome.com/Session303.

Thank you so much for listening, and please make sure to subscribe to the show if you haven't already. I appreciate that, and you'll appreciate it too, because we've got a lot of great stuff coming. For example in next week's episode, 304, we're going to talk about all it might take to build an online course. I'm going to give you all the things that you might need to consider before creating one, the things that you need to have in place so that you make sure you crush it once it's out there. Not just crush it in terms of having your students actually benefit from it, that's part of it, but also crushing the launch and the marketing of it too. I've since now promoted and successfully launched three paid courses and one free course over the past year, I've learned quite a bit, and I'm just going to brain-dump all that I know for you next week. Make sure you subscribe now, that's for episode 304.

I appreciate you guys so much, and thanks in advance for all the reviews that are coming in, they're amazing and super motivating for me. I appreciate you, take care, and again, my name is Pat Flynn, I'm here to help you make more money, save more time, and help more people too. Cheers.

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