



JAMESSCHRAMKO

## Unlocking the Three Essential Elements of High-Converting Campaigns

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JBayStudio's Charl Coetzee knows marketing. Today, he breaks down its effectiveness into three important elements of a marketing campaign.



**Charl Coetzee**

**James:** James Schramko here. Welcome back to my podcast. This is episode 996. I'm again chatting with [Charl Coetzee](#). And today, I'm wearing a normal T-shirt. So hello, Charl, good to see you again.

**Charl:** Hey, James, great to be back as always, and yeah, happy to be spending this time with you. It's always a good time.

**James:** I invited you back because on our last discussion, which was episode 993, we were talking about customer retention. And that was sort of a good broad overview. And you've got great skills, mad skills, we'd call it, right? You have copywriting skills, you have technical skills, because you run a web development shop. It's called JBayStudios.

**Charl:** [JBayStudios](#). And our new iteration of that will be [bringcashandcoffee.com](#).

**James:** [Bringcashandcoffee.com](#). There we go, it'll be known worldwide after these two episodes. So on Episode 996, we're going to go a little deeper, we're going to be talking about unlocking all of that potential that is sitting there for you to tap. In particular, I'm going to use the word campaigns. And there's three elements that are critical to have if you want to have really high-performing campaigns.

I want to use the word campaign because we hear the word funnel a lot. And I think it's a bit overcooked. Before, there were all the funnel softwares under the sun. It used to be campaigns back when I studied marketing, did marketing, ran dealerships, it was about campaigns. The campaign is simply coming up with a strategic way to cause sales. So using marketing to generate sales and end up increasing the revenue, having great profit, all of that stuff.

So let's go through these three elements one by one, and see if we can get a little more granular on the things that we would use as a checklist, I guess. So as we do this episode, I'm going to ask you, listener, please score your campaign on these three criteria, and see how you rate. Over to you, Charl.



## The considerations of a campaign

**Charl:** Exactly right. Yeah, if you think about anything worth doing in life, there's always a campaign that drives it. And I think, like you said, that's like age-old methodology to promote something. What is your campaign, and what are all the elements that work together? And sometimes, people think a funnel is just, you know, you just got a page, and a few buttons, and a few images and pics, and then you're going to become a millionaire.

But of course, it's not that simple. There's these nuances within a campaign that I think a bit articulates what you do. So what this kind of assumes is that you've already got an offer, right? And that because most entrepreneurs, or a lot of entrepreneurs rather, they're more focused around being an entrepreneur, or having a business, or making the money than what they are solving a problem.

So I think an offer is really just, what problem are you solving for the market? And if you have that in place, and you can solve a problem for somebody, and you have an offer, now, what is the campaign elements that you need to articulate that?

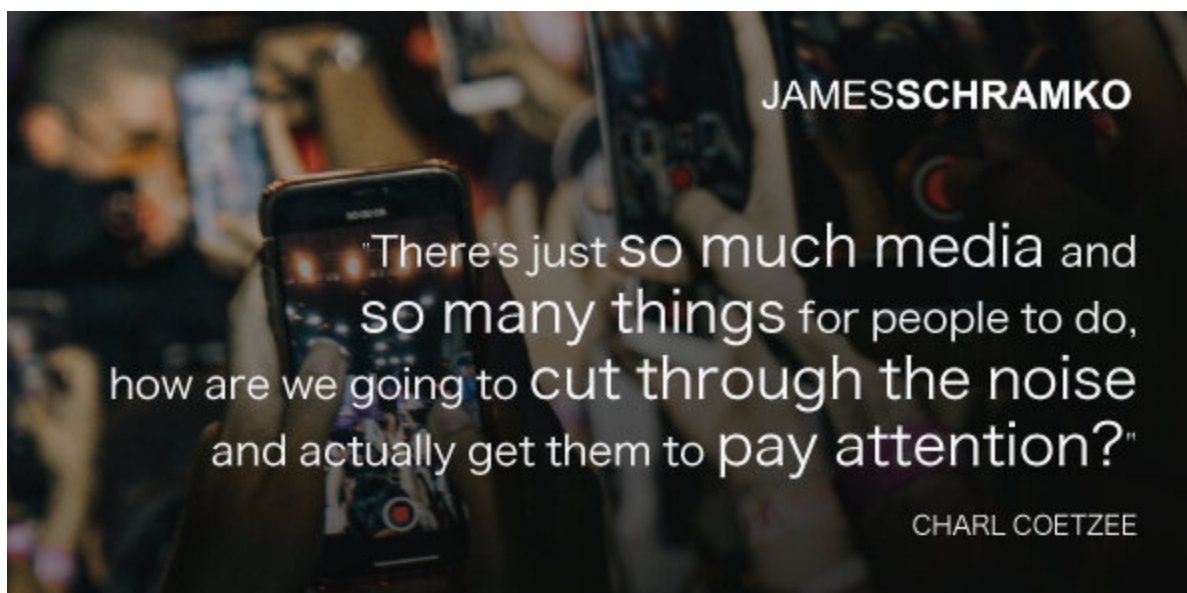
**James:** I want to raise this point in a big highlight, put a spotlight on this. I encounter this on a weekly basis. People get in front of me and they say, Right, how much should I charge? What should I give these people? How should I structure the content? All of these questions, and I'm like, Stop. Like, if you had no preconceived notion whatsoever, and you just put yourself to the side for a minute, can we talk about the customer for a minute?

What would the customer need to succeed? What would be the easiest, smoothest pathway for them to learn about you, to decide that you're the person to help them, and then whatever you do with them gets them an amazing result with the least amount of friction or hassle? Because whatever that is, that's what we should design your business around.

And I think campaigns are a lot like that. I think a lot of marketers are coming at it from their point of view, and they forgot about the customer. So I'm so glad you mentioned that, Charl, because it's literally the most important thing when it comes to the offer. It has to work for the customer. And ideally, if it was a Venn diagram, you'd have - it works for the customer, it works for you, and then there's a huge overlap part in the middle.

**Charl:** Yes. Yeah, that's so true. That Venn diagram, which is kind of an Ikigai of like successful offers will be - you on the one side, how do you articulate who you are, what you've got to offer - your customer the other side - understanding their problems, their pains, their fears, and what they're looking for. And then your offer is the thing that's going to connect those things together, which is yeah, how I can help you get this transformation, solve that problem.

And when you have those three things in place, then basically, you can now take that and again articulate that into, how do you create a campaign for this, and how do I actually get these things to work together in harmony with each other? And rather than, you know, they always say skipping leg day, right? It's the guys with the big biceps, but the legs are tiny.



You don't want that in your business, you want three equal legs, or four equal legs, whatever you are going to be working with. But for the campaigns, I think, once we have that in place, so we're going to assume that you're solving a real problem, you're customer-focused, and you know, said [Jay Abraham](#), preeminence and all that kind of stuff; you're leading with value. Now, once you have that value, that's not enough. You need a campaign to articulate that and to actually make people aware of this. Because if we're being honest, we look at this day and age, and there's just so much media and so much things for people to do, how are we going to cut through the noise and actually get them to pay attention? Well, that is where a campaign comes in, and just really looking at how you structure those elements.

**James:** Nice. So we're going to talk about those elements, and I can't help but think there's going to be more noise now that we not only have to deal with humans, we have to deal with robot noise as well, all these AI-generated content flooding the internet. So we need to cut through. We need to differentiate all these cool marketing words. What are the three elements? Let's start with element number one.

## 1: Copywriting - articulating your message

**Charl:** Yeah, the first element is copy, right, which is copywriting. Really, it's just your messaging. It's like, what do you say? And how do you say it? Because now you want to articulate your positioning, which is our three circle Venn diagram, who you are, you want to know who you are talking to, and you want to know, how do you articulate that offer and add value?

And so that is really the job of copy and messaging, and a lot of people think of copy as a sales page or a webinar, that's got to sell something. And yes, it is that. But even before that is on the awareness phase, what messaging are you using to tell people, why should you even pay attention to what I have to say, number one.

Then, how do you articulate why someone should give you their email address so that you can continue the conversation, which is list building number two. And then you get to the point is, why should you buy something, which is only the third step. And then your fourth and final step is why should you actually go through the stuff you bought in order to get that result?

So copy is really pervasive that messaging goes through all of the elements in your business. So at its core, it's how do you connect and articulate your offer? Which really is, what are you saying, and how are you saying that? And, you know, we all know that if you've got a significant other, we know that our wives tell us, it's not what you said, it's how you said it, right?

So we know that how you say is very important. And for me, one of the most misunderstood things in business, and if we go back, you know, everything that predates funnels and stuff is branding. But branding really is, it's part of that thing that's going to make you stand out from all the AI and all that other kind of stuff, is your identity. There's only one James Schramko. There's only one Charl Coetzee.

**James:** Well, there's actually two.

**Charl:** Oh, right. [laughs] Well, we only know of one.

**James:** There's a guy in America, he's younger than me, and I think he has a Toyota Land Cruiser or something. I see him on socials. But I usually outrank him, because I got in there first. Poor guy.

**Charl:** Exactly, yeah. Shame. Well, that's the thing is like, it's first to market, but it's how you articulate there.

**James:** Let's just use that example. It's a pretty good one. If people are searching for my name, like they went on to Facebook, and they search for my name, I will come up. The other James Schramko will come up. And then there's this scammer fraudster from January 2023, that is still up, pretending to be me, with no content, but recent messages from the last hour or two.

And so people might click on each of those people. And they'll have to immediately determine, is this the look and feel or consistent with the James Schramko that I've heard about or that I think it might be? And hopefully, if I've got brand design guidelines, or consistent imagery, or a look and style, maybe people recognize the bookshelf, you know, over time, I will become synonymous with this bookshelf.

Hopefully, less like Tai Lopez with his ones in the garage, right? Mine are inside the house with a generous beanbag. But of course, I think I've heard branding described as how people think about you when you're not there. I kind of like that one.

**Charl:** Yeah, that's really great because the branding is you need a voice to articulate your brand. And that has got both a visual side as you've mentioned, a visual voice, and a verbal voice. So your copy is with that verbal voice.

**James:** We can have sound brands, you can actually have sound brands. We all know the phone sounds that when you watch a movie and a phone rings, we all recognize that sound, that's a signature sound brand to particular brand. Remember the old Nokia one?

**Charl:** Yes.

**James:** This will date us a bit. But yeah, you know, we have particular sounds we recognize.



**Charl:** Exactly. So it's all going to start with your copy, it's like that verbal voice. How do you articulate that stuff? How do you talk about the market's problems? Does that resonate with people? Does it pull them in? When you post content, whether it's a podcast, whether it's a YouTube video, whether it's a Facebook post, a LinkedIn post, what is the personality of your tone? Does it reflect who you are? Because if it doesn't, you're just adding to the noise and everybody else like me to marketing.

So you want to find your copy, obviously, you need to talk about, you solve this problem for that group of people and that's what makes you different, and you know, all the standard elements. But add that personality in there so that when people hear that, it's going to start to sound familiar with them, right?

So we know if I just think of you, you talk about [OwnTheRacecourse](#), you talk about your [effective hourly rate](#), you talk about [Work Less, Make More](#), these other things, your history selling high-end cars at the Mercedes dealership, you know, all of that stuff.

**James:** Surfing.

**Charl:** Surfing, yeah, it's about having fun, and it's not about how much money you leave on the table, it's [how much life you leave on a table](#). And see, me, just I can rattle these things off because that's part of your brand voice from the verbal side. And now you articulate that. So that's going to really attract people to you that says, You know what, this whole thing about hustling and grinding all the time and leaving life, you know, it's not worth it. So it's going to attract a different kind of person to you that you can more closely resonate with.

So that's why for copy, don't just think about it as a headline, a sub headline, the offer, the guarantee, the lead, all those kinds of things. It's important, yes. But what is your personality that you're infusing in that, and how well you can articulate and attract that right audience?

So that's really the copy. It's what you say and how you say it. And at some point that verbal voice is going to go into a visual voice. So that's where your design comes in. So I heard someone talk about copy cosmetics, right?

**James:** Is this element number two?

**Charl:** Yeah, so we've just made that transition into element number two, which is design.

**James:** I'm just going to highlight this, we've just moved from element number one, copy, element number two, design.

## **2: Design - your visual communication**

**Charl:** Exactly. Because we know that we have two types of people, we have facts-and-figures type of people, and then we have visual people. So those are the two ways in which you're going to communicate. But it's not either or, they're not mutually exclusive. There's overlap. So let's take something as simple as an opt-in page.

What is the main focus going to be on an opt-in page? Is it clear what you're offering, why someone should give you their email address? Are your brand colors and your branding kind of infused there without being like, this massive thing, just a logo, but is that essence of who you are, does that pull through so that people, once they've clicked an ad, or they've clicked content and they're on an opt-in page, does it feel like one experience?

Because people like [John Carlton](#) always says, they're looking for a reason to bolt. So they're on a sales page, they're looking for a reason not to buy. They're on an opt-in page, they're looking for a reason not to give their email. But now your branding and your design doesn't give that consistent flow or a sales page.

Think about like when we write sales pages, it can be, you know, long-form sales pages can be 2000, 3000, 4000 words. And people always talk about copy that's too long or too short. But it's about, is it too boring? And one of the things that can make copy boring, is if you don't pull through that brand essence, and if you don't think about - if someone had to skim, scan, and scroll the sales page, what are they going to see based on my design, how I'm treating the copy?

When I get to my offer, how am I going to visually show them what they're going to get, and then support that with copy and trademarks? How am I going to do risk reversals? So it's not enough anymore just to have a really good-written sales page. You need to infuse the right design with that so that it works across devices - a mobile device, an iPad, different computer screens, all these kinds of things, you need to think about this, because back in the day, they always said ugly converts.

And I guess I understand why they said that, because they had the world's best copywriters work on that copy, and it was also a less-saturated world at the time. So now we need to be smart and strategic in how are we going to treat this copy. Think of a great chef. They're not just great at making food, they're great at plating. So that food needs to look appealing. And you need to basically treat your copy like that.

So those two elements make up your brand voice, your verbal voice and your visual voice. Copy is what you say, how you say it, and design is exactly if I look at your setup here, James, I can see the guitar, I see the beanbag, I see the books organized by color, I see a professional microphone. I see all these things have nonverbal cues that it's communicating to me who you are, what you're about.

So now already, I'm resonating. Yeah. And I'm not just, you know, pulling off some template from another funnel or whatever and trying to make that meet, because you're going to look like everybody else.

## **Does it work across different devices?**

So that's the second thing, which is design your copy cosmetics - can it be consumed across different devices? How will people take that info in? And design, when done correctly, it can really help support that whole outcome.

**James:** Does [Kleq](#) work across multiple devices?

**Charl:** Yeah, I love that fact for Kleq. So sometimes when we design, we can choose to not display something on mobile, because we've got a custom version of that for desktop. And then we do something else for mobile. And then whenever we publish a page, you know, I've got a big iMac. And in my pod there's got a MacBook Pro, we've got iPads, we've got different iPhones, you actually want to open it up on those devices and just see if this copy is being displayed the way I want it to do.

And really, copy is messaging, right? So Kleq works like that. You can choose to show different stuff on mobile devices. And you can just do all of those kinds of things so that you have a consistent brand experience. And that's why when you do have a proper brand style guide, they tell you what to do with the logo, what not to do with the logo.

And it's more than that, elements for back in the day when we used to print stuff and all that stuff, you want it to be consistent across all the different ways in which a brand can show up. But for us, people are going to interact with us in a digital format. So that's what I love about Kleq, knowing that it's going to work well across all the different devices.

**James:** And of course, you can tick the box and say, Yes, I want to have an app. And the app version is amazing. So I'm using my membership via the app a lot. I run most of my business from the phone, the only thing I don't do on my phone is podcast, yet. I still use the computer for that. And it's great. And I'm using the membership from the computer. But I like how it's able to display a button on the mobile but not on the desktop, etc. That's a great feature.

## **The value of a brand style guideline**

I do want to sort of just zoom in on something. You've said two things so far that I think I get a lot of questions around. One is, you just very gently rolled off your tongue, brand style guideline or brand design guideline. This is a document that is like the official brand specifications of your business. So this is a term that a lot of micro businesses aren't familiar with.

Of course, I've worked for big companies like Mercedes-Benz, and they are extremely picky about what font you can use, what spacing you need between the star and the letters, etc., which colors you can use, which contrast you can have. So they publish this, and every single piece of media, every single advertisement, every single sign writing, every single number plate frame has to adhere to the corporate brand guidelines, with huge penalties if you don't, right?

And we always had to send off an advertisement to head office for approval before it was published in the newspaper, even a job advertisement. They would pull out, and they would check how many millimeters is there space beside the star to the left, above it, below it, to the first letter of the logo, does it have the hyphen, etc.

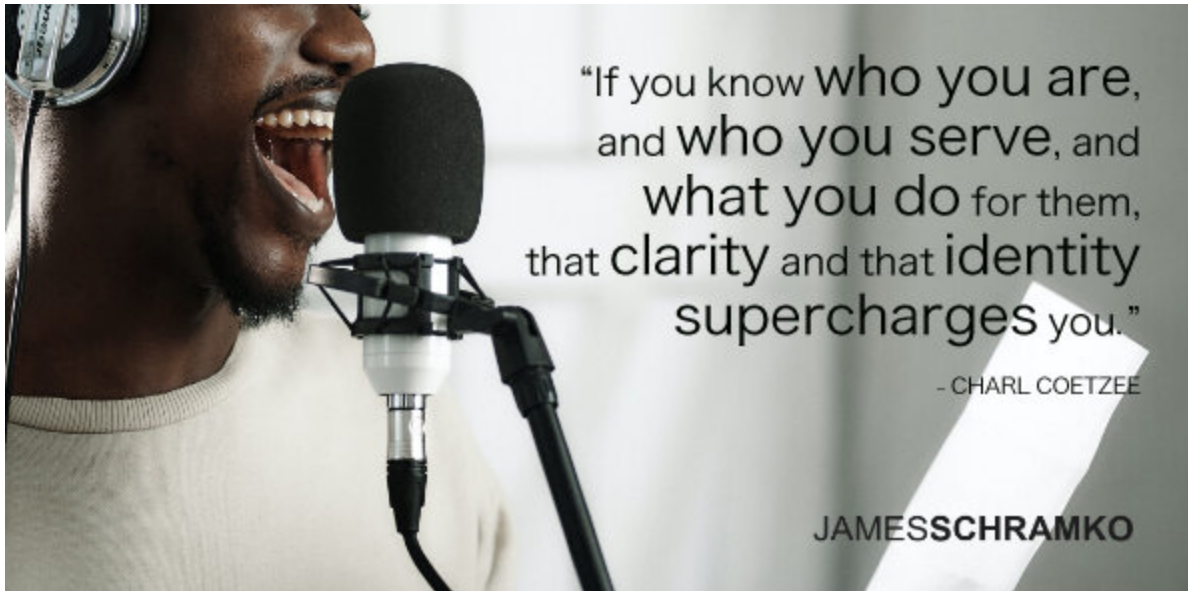
This is how you get a brand like Mercedes-Benz, or like Coca-Cola, or like Apple, where you have a consistent regular look. And by the way, speaking to that point about ugly sells, why does every single web design customer come to you and say, I want my site to look like Apple?

**Charl:** Exactly.

**James:** And do they?

**Charl:** Yeah, totally. They want that clean, minimalist look. [laughs]

**James:** I want it like Apple, because it's beautiful. It's beautiful. And its design is amazing. And it's definitely not ugly, right? So if you can have great words and a beautiful look, you're going to win the game. So anyway, that was one question about brand guidelines. Do companies like yours create brand guidelines if someone doesn't have one?



“If you know who you are,  
and who you serve, and  
what you do for them,  
that clarity and that identity  
supercharges you.”

- CHARL COETZEE

JAMES SCHRAMKO

**Charl:** Yeah, we definitely do. So if someone doesn't have that document, and so they kind of - that's the identity, because if you know who you are, and who you serve, and what you do for them, that clarity and that identity supercharges you because now you know what you're going to look like, what you're going to do, and all of those kind of things.

So, my partner has got an extensive experience in being a creative lead and branding lead for big, big companies. You all definitely know like Billabong, the Aussie company, and a whole host of companies like that when they added design magazines, ads, billboards, actual clothing, physical stores, like how do you design a store for guys and the way they buy shoes versus, you know, women, what they do in any case?

So that was all from corporate, right? And the corporate image of a brand. So they worked with all of those things in their real world where you needed this stuff, you're going to print these shirts and T-shirts, you're going to build these shops and whatever. So now with all of my digital experience, we are fusing these two elements. You know, I said, Okay, cool. How can we bring that branding into this digital world, and also incorporate messaging, the technology, the sequencing, all these kinds of things together?

So if someone doesn't have that brand guideline, with your colors, your hex codes, your fonts, your logo, and all those kinds of things, then we definitely can create that for them. And that document is just kind of your stake in the ground, this is who we are, that's what we do, that's how we behave. You talk about values, well, that's your brand values and the way it's going to show up. It frees you when you have that in place.

**James:** And it builds trust. It means someone can click on to my website, or my podcast, or download a PDF template, and it's all going to have a consistent look and feel, which builds trust, and comfort, and safety, and familiarity. And it gives you your own style. So I think it's a really important thing to discuss.

## **Capturing the essence of your brand**

The other one that I get a lot is the messaging. They're like, I don't really have a consistent messaging, I haven't sort of worked out what words would describe our company or what the values of the company are, or how we talk to our audience. I mean, it seems a bit messy when you're sort of slapping together stuff at the beginning. Can people help with those things?

**Charl:** Yeah, there's a couple of exercises that you can do, because that's the one thing like branding back in the day was reserved for the Coca-Colas to Apples to Mercedes, and so forth. But these days, that's one of the ways I think you can stand out from all the AI and all the noise, is how do you articulate your essence and your identity?

So if someone doesn't kind of know, like, what do we say, and all those kinds of things, I would say, you just need a couple of questions, and a book and a pen. Because we can go and sit and define that in an analogue way. So for example, if you complete a sentence like, I think the world would be a better place if... and whatever you would put in that blank, that is going to start forming part of your value.

So in your case, you might say, I think the world would be a better place if entrepreneurs aren't hustling and grinding 24/7, but they actually have time to enjoy the fruits of their labor, and spend time with family and friends, and have fun, because that is going to just make the world a better place.

So there's a couple of questions like that, that you can go through, to just kind of figure out, you know, get away from the technical, digital side. And just think to yourself, like when you connect with someone, you have a really great discussion, what are the things that light you up? What do you want to talk about? What stories do you want to tell? What are your beliefs? What problem do you want to solve?

**James:** So capture that essence and then document it across the whole business?

**Charl:** Yes, and if you can document that in its raw form, you know, like I had someone else say, what pisses you off? What makes you hot, you know, kind of what breaks your heart? And then what's a big problem you want to solve, or the world would be a better place? If all these kinds of questions, and we can maybe prepare a list of these for - we can post it in the show notes.

**James:** Yeah, that'll be cool. It helps, like for my team when they'll go through a podcast like this, and they'll look for little clever things that one of us says and make a video from it, but they'll understand which things are on brand for us, or which things are core messaging. When I will say something like, there's a shortcut to choosing someone to be coached by, have a look at how they live their life because if they coach you, you're probably going to end up living the life they live. That's why you're paying them, right? So that's a filter that you can use.

So they might see a snippet like that in my podcast, and think, this really speaks to our Work Less, Make More ethos, the thing we truly believe in. I like the Peter Thiel one, you know, what do we believe to be true that most other people don't think is true or don't know is true? And that helps you differentiate.

All right. So I don't want to get too bogged down. But we've talked about copy. We've been talking about design, but there's still another element.



### 3: Technology - sequencing it all together

**Charl:** Yeah, totally. So once you've identified that messaging, you've identified your look and feel; we live in a digital world, so now you want to look at technology. How do you use the power of technology to basically sequence all of that together? So you mentioned [Kleq](#), that is an amazing tool. And it's all about how you're going to now use that tool and the technology.

So what does that mean? Well, it just means if somebody joins your list, now they first of all, they've opted in, first of all, you've shown them why they should opt in, the opt-in page looked a certain way. They say yes, I want it. But now what happens once that person gives you their email address?

Well, you can have things like a delivery sequence. So give them a lead magnet, for example, that they signed up for. And then once they are brand new onto your list, you can have a welcome sequence that's being triggered to send people, like this is who we are, that's what we believe in, all that kind of stuff.

You can send them to specific pages on Kleq that when they do certain actions, and here's the beauty, you capture that in your CRM, and we call that zero party data. It's data that you earn, it's not data from Google or Facebook, which is third party data. It's stuff that you're capturing on your site that they are willingly giving you, they're telling you, Okay, cool. I've watched this video, or in your case, when they've opted in based on the chooser, you can tag them where they're coming from.

And now you're building up this customer profile. Let's just say, someone has watched a video, then they have a certain tag, and that can trigger something else, or they've bought your product, but they've not yet logged in. Well, we are responsible entrepreneurs, we want you to get the result you bought, we don't just want to sell you a dopamine rush, we want to sell you the transformation.

So they haven't logged in. What do you do now to send them a reminder to come and log into your learning management system? Do you think of consumer behavior in the sense of like, everyone's got a phone on them? Are you using the app for Kleq, in terms of the technology to make it easier for them to consume their stuff?

Maybe they've completed the training or a section in the course. And then that adds a tag that will then trigger a sequence that says, Hey, well done. I see that you're someone taking action. And I love to reward action takers. So here's something, an unannounced bonus. So now people are being trained through technology in terms of like, how to go through your sequences.

So those are the different kinds of things. And we know that not everybody is going to buy on that first go around. But then are you tagging people based on what they did or didn't do, so that you can reference that in your future marketing campaigns? And then because if someone has already bought something, let's just take an example.

They bought a program from you, if you don't use technology the right way to tag them based on what they bought, and a few weeks later, you send the same person a flash sale where they can actually now say, 50%, they're going to feel pretty bad, I paid full price for that.

**James:** I hate that. After Black Friday, I pretty much make a sh\*t list of people who have pissed me off, like, I've given them my loyal, hard-earned money the month before, and then they shred it, and remind me that I shouldn't buy from these companies unless it's on sale. It's dumb, really counterintuitive.

**Charl:** Yeah, that's definitely not a great idea. And also, you don't want to be - we'll talk about, when someone goes to your webinar, you want your messaging to adapt. Did they attend? Yes or No? If they attended, did they see the offer? Yes or No? If they saw the offer, did they buy? Yes or No? So those are just three simple data points, that now can trigger a different messaging from a copy point of view.

If someone saw the offer, you don't send them the reply, now you can just state the benefits of the offer and what they're going to get from moving forward. If they did not attend, well, don't send them all other sales sequence, because they've not seen the offer. So maybe now wasn't a good time. So I can invite you next week or the week after. I can send a message, Hey, I noticed you weren't able to join our last webinar. It was a great time. We're doing another one this week. So if you want to come, here you go.

**James:** Or you say, Hey, I know we all get busy. So I've actually sat through the webinar myself, taken some handwritten notes, and sent you the condensed, shortened version as a PDF attached. Boom!

**Charl:** Totally. Yeah. So these kinds of things, that's going to stand out, guys. How many people actually do that to your news email list? I have my email list. It's got hundreds of thousands of emails, but they're all in filters. So I don't see them. But I can just go in there if I want to see what people are doing for either do not do that, or maybe there's some stuff I can learn from someone else.

**James:** Someone's probably thinking, gee, he's a busy web developer. But this is for your guitar niche, right?

**Charl:** Yeah, totally. So I look at what - because I want to know from messaging, what are the people hearing from the other guitar teachers out there? So how can I differentiate myself?

**James:** Well, that's a good one, the asking them which subscriptions they have, or which newsletters they follow, or which podcasts they listen to, and then making sure you go and appear there or buy that traffic, or have them as a guest, and see if you can grab a few more of their audience.

**Charl:** Exactly. And these are the kinds of things that when you pay attention to this, it makes a big difference. And that technology really amplifies your copy and your design to actually get that message to the people, because it's not just about getting it to them, but it's getting it to them at the right time. And based on what they did or didn't do, you can have a dynamically responding campaign on the back of that.

**James:** And even in the fulfillment, right? It's, Hey, Charl, come back and finish this lesson you started yesterday or last week. Rather than send them to the beginning, because most people are going to quit somewhere through a multi-part series.

**Charl:** Exactly. Yeah. And that's why the software businesses, we can actually learn a lot from them is, back in the day, they used to focus heavily on product, and then by the time they sold it, no one really wanted it. So now they realize wide distribution is actually really key, and this whole agile thing, you know, like, let's sell what people want.

And that's one of the things I love about Kleq, is it's not just bloated software feature thing. It's like, just the stuff you need in order to help you run lean and mean business. And you can still do all these fancy stuff.

## Two versions of Kleq usage

**James:** It's like there's two versions of it in a way, isn't there? And by the way, just if you're driving along in your car, and you're thinking, what is this Kleq, what is this Kleq? It's [K-L-E-Q.com](http://K-L-E-Q.com). Charl is one of the very first users of it in the world, and probably has the deepest knowledge of it outside of the official company itself. But he's very well supported by the official company, and he helped really develop it in the beginning with the use cases.

And I love it, I'm using it for my own platform. And I've partnered with Kleq to make sure people find out about it, because I like to solve my client's problems. And my clients come to me with all sorts of crazy problems, like, Hey, my members are on this LMS, they're on that blog, I've got this forum, and I've got that. And that's what I used to have. It was crazy, Frankenstein, maniac stuff.

I say, Look, please do yourself a favor, just point your domain over here. Let them host it, secure it, go and click a button to build a campaign. And this is the two versions I'm talking about. Version one is, it is so easy to use because there's no code, that you can just click a button, build a campaign and then fill in the words. And it's all linked up together, and you put in your Stripe, put in your PayPal, put in your autoresponder, email system, and you are in business. That's stage one.

Stage two, and this is where it's for people like me, bring along your brand design guidelines, get someone in your team or hire someone like Charl at [bringcashandcoffee.com](http://bringcashandcoffee.com). And just say, Hey, listen, I'm on this crappy platform over here or over there. Can you help me migrate it, can you help me come up with brand guidelines, or design me something that's a little more special than the built-in templates, which are great, but I want to have the only version of my website on the planet.

This is where it absolutely transcends the out-of-the-box learning platforms that have all the exact same layout, and look, and feel. Like, it's hard to differentiate when you're the same as everyone else, it's like driving a Toyota Camry. White Toyota Camry is one of 100 white Toyota Camrys on the road, and like, it's not that special or exciting.

So you can do it yourself. And if you're just starting out or bootstrapping, and you don't have budget yet, just focus on your offer, build an offer that sells or builds a list. Once you've got funds, reinvest in a pro and get out of that, and get on to making sales or delivering a product, get a pro on board, like Charl, and move it quickly. Charl, can people start even with hundreds of dollars? Do they need \$5,000 or \$10,000 to hire an agency?

**Charl:** Yeah, they definitely don't. And in fact, one of my things is, before I even make someone an offer to help them on the bigger end, I want to make sure that they have an offer in place to be able to go and recoup that. So if you don't yet have that momentum, those funds to reinvest, then I would just say start simple with the basics.

Are you building your list? Are you making an offer? And for that, you don't need to spend \$10,000 to kind of get one of those campaigns up and running. So you can actually definitely start with that earlier part, and you actually need to watch out for when you're working with agencies, look at what is the scope of work, what are the deliverables? Because a lot of agencies are good at selling, at like, making a great deal. It's promising the moon and the stars, but then they under deliver.

So just be careful of that. You don't need to invest 5K to 10K to get a simple list building funnel up and running or to get a basic offer page together or whatever the case may be. So when you're working smart, that is exactly what you said with those two versions, Kleq has a lot of that stuff built in. And then you can go and just customize a portion of that, make some money, get some leads, and then go and reinvest that.

So you know, nobody starts out with a big end, because it's a lot of stuff you have to recoup. So be smart about how you invest your money and who you work with. And so that's definitely, I would say, if you're not in that space yet, just get going but make sure, or remember, are people paying attention to your awareness? Consideration, are you building your list? Conversion, are you making offers? And retention, if you've made those offers, are you getting people that transformation? That's your meat and potatoes of building a business...

**James:** That's your 993, right? Your [993 episode](#).

**Charl:** Nine nine three, yeah, exactly right. Get that going, you'll be good.

**James:** I want to make two points here. I do the same for coaching, by the way. If someone comes to me and they say, I don't think I'm quite ready for your Mentor level. And I'm saying, I agree, please don't start on that, like, don't put the pressure on you or me, like just join Connect, get your feet wet, build up some awareness, and see if it feels good. This is no contract. And it's not an annual payment or anything. It's just by the month, and we're good enough to get results. So let's get results together and then see where we go from there.

## **What not to do with your software program**

But I want to speak to the software. When do you estimate you first started working with this platform? I'm just curious. I don't know the answer, by the way, if you're listening to this, I'm just putting Charl on the spot.

**Charl:** If I have to think, I think it was 2012. Because back in the day, I think I met John in 2012 or 2011. And I remember going to Bangkok. And that's where we had some meetings together and so forth. So that was, I believe, 2012. So more than 10 years ago.

**James:** Okay, that's what I wanted to point out. I listened to a call, I saw a little call that was put by a software founder into a Facebook group this week. And he was saying, and this is another one of those platforms out there that does sort of, I think it does funnels and platforms to some - these people make software programs.

What they do is they start a software program, they hype everyone up, and then they start working on the next software program and just leave the old one in the wake. And he said things that I felt were outrageous. And I just wanted to bring them up on this podcast because I'm passionate about this.

As I'm listening, I just couldn't even believe it. He said, Look, I know we're working on this brand new AI thing, right? And I just want to assure you, we are still working on the thing that you've bought, like we will get to it. And I know every time you log in, it's buggy. But we're redoing the whole code. And you weren't complaining when we worked on your thing. But we're still finishing the one before.

Firstly, I think, like are you kidding me? But the next thing, he said, Now, all you affiliates, we will start doing those payments again soon that we owe you. I'm sorry for the delay, but we're getting there soon. And he goes, And we will start doing calls again that we promised. And I'm like, this should not be possible in this era.

So when I look at the platforms out there, the main point I want to make is Kleq, and by its previous names, it's been around for over 10 years. It is industry-proven and tested. And it's backed by me, and the partnership is really strong. And we have full-time developers making it excellent.

And it is literally the only thing that the founder works on. It's his one thing that he does amazingly well, and he's so passionate about it. That's what I like about it. He's not off on to the next pipe dream. He's not one of these internet marketer types going to sell the shovels to the gold diggers, right? So I really thought, wow, what a contrast.

Then there are other platforms, but most of them are missing crucial features. Some of them just do the forum or the social forum thing. Some of them just do funnels. Some of them just do a cart. This thing puts it all together. The one thing it doesn't do that people keep asking about, does it do emails?

No. And it won't, because you need to be fully specialized to do emails. You need to be that good at getting your emails delivered. And it's a really technical field. So it just fits hand in glove with whichever email system you trust the most or you want to work with, all the ones we talk about regularly.

Anyway, that's my little software rant. I wanted to say, I want to work with solid supply. I want the best software, I want the best suppliers. I want to bring them to my audience. And more importantly, whether you're a member of my membership or not, I want you to succeed if you're listening to this podcast.

### **Would you like help from Charl?**

We're getting damn close to 1000 episodes. So I want it to be all for something. If you like what Charl's talking about, and you're interested in getting some help, reach out to him. We'll put all his contact details in Episode 996. I do recommend Kleq, [K-L-E-Q.com](https://www.kleq.com). Go and check it out, take the trial, point a domain to it, build it out, have fun with it, see how powerful it is.

We have a lot of power users in my community. So if you happen to be in my community and you use the platform, it's like you have this massive support sphere. I will help you in my community with this. I've got a team who are savvy with it, Charl's team is available with it. The platform itself has a lot of heavy support. So you're well supported. It's not the biggest. It will not be the biggest. It won't be the most famous. It doesn't have a gazillion affiliates. We don't give away cars or anything, right? We just focus on product and results.





**Charl:** Yeah, that's all that matters. I was talking to someone earlier today, and I said, If you always tell the truth, you don't have to remember what you said. And when you say about products and results, about getting people results, if you're getting people results, you don't have to worry, because they're going to tell, they're going to talk, they're going to tell other people about it.

**James:** I've had your customers on this show. Did you know that? [I've had the midwife on here](#), people who you've built out Kleq installations for and they've got results. I'm going to put the offer out there. If you have a Kleq website, and you're doing well with it, and you think that you've got a few lessons that my audience would like to hear about, come along and flex a bit.

Tell us what you got. Tell us what you've done. You know, how did you do it? What are your secrets? We've had all sorts. [We had Robin on here](#), [we've had gypsy jazz guy](#), we've had midwives, [we've had the B2B Leadership guy, Nils](#), like which you're working on, like there's so many [case studies](#) that have succeeded that I want to showcase them. I want to say, hey, this actually works.

But more importantly, if you're listening to this and wondering if you could have a membership, or you could have an offer that converts, or you can get off these janky platforms and make it all work seamlessly, yes, you can. Let's do it, together.

**Charl:** That's awesome. I love this message.

**James:** Charl, I hope you'll come back and share with us again. I always get revved up when I talk to you. Maybe it's because it's always late at night or because I do love the cut of your jib though. You're a good bloke. Thanks, mate.

**Charl:** Thank you so much, James. Always great hanging, and great being on here. And I look forward to seeing you soon.

**James:** There you go. That's [Charl Coetzee](#) there from numerous websites on the internet.

**Charl:** [laughs] Awesome, awesome.

A photograph of a workspace. A silver laptop is mounted on a black adjustable stand. The laptop screen displays a grid of application icons. To the left of the laptop is a tall, thin green plant. To the right is a potted plant in a woven basket. In the foreground, a black keyboard is visible on a wooden desk. The background shows a window with bright light. The name 'JAMES SCHRAMKO' is printed in the top right corner.

JAMES SCHRAMKO

**Up your business  
game with  
James's help**