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# 2015

## TRAFFIC AND CONVERSION SUMMIT NOTES



Tim Castleman

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# 2015 Traffic and Conversion Summit

Introduction

## Day 1

Keynote #1: The Future: This Changes Everything

Keynote #2: Traffic 2.0 - How UXO and CPP Will Change Traffic in 2015

Keynote #3: Black Hat Results from White Hat Tactics

Dirt Cheap Traffic

Fill-In-The-Blank Salesletter

The Six Laws of Automating Your Business

The Viral Content Engine

13 Sneaky Email Tricks

The Amazing Hollywood 3 Act Story

Traffic Hacks Panel

Funnel Hacks

Sell More: How To Increase Webinar, Stage and Online Conversions

Fascinate Anyone in 9 Seconds - The Perfect Words To Captivate Your Customers

## Day 2

Keynote #1: The Funnel 2.0

Keynote #2: 5 Phases of Invisible Selling

Email Copywriting Secrets

How To Construct and Optimization Calendar

Creating Your Own Automation Machine

Data Into Dollars: Crowdsourcing Virality

Optimizing VSLs To Create Upsell Machines

The Future of eCommerce Design: Conversion Strategies For 2015

How To Build An Affiliate Army

Website Optimization and Testing - Lessons From The Future

Proven Tactics to Grow and Scale an Eight Figure Business

## **Day 3**

Keynote #1: Secret Selling System 2.0

Keynote #2: Building To Scale: How \$100,000.00 Companies Happen

Wicked Smart Panel

Keynote #3: Daymond John

# Introduction

Hello and welcome to the 2015 Traffic and Conversion Summit Notes.

Each year that I attend the Traffic and Conversion Summit I wonder how Ryan and Perry can top the previous year in terms of content, direction, and critical insights needed to help grow my business.

This year Digital Marketer brought in several subject matter experts to help share their insights when it came to ecommerce, successful marketing funnels, using paid (and pixelated) traffic to grow your business, and of course internet marketing tactics to help you scale your business.

This year was another amazing summit that showed the many different directions Digital Marketer has grown since last year and how they are continually testing and improving upon their processes. They continue to be in the survival market space, along with moving into the DIY and cosmetic market.

I brought my entire staff to attend the event to ensure we captured every session for you. If they mentioned a tool, website, service, or resource - we captured it for you.

While someone was presenting in the main room, two breakout rooms were setup for speakers to share what is working right now when it comes to VSL, Funnel, Storytelling, Website Optimization, and more.

In addition to the breakout sessions, this year showcased some amazing keynote speakers - Shark Tank member Daymond John (my favorite) and Bestselling Author Sally Hogshead. They both shared valuable information that you can apply to your own situation immediately.

My biggest takeaway from the 2015 Traffic and Conversion Summit was this - if you're not using data to drive your decisions and paid traffic to help grow your business - you're in trouble. According to Ryan and Perry the writing is on the wall and the people who fail to adapt will only struggle before perishing.

Use these notes to help you build your own personal blueprint for 2015 and beyond.

Before I let you go, I'd like to thank Ryan Deiss and the entire Digital Marketing team once again for helping ensure we captured everything at this event for you. This year we brought extra staff to ensure we were in every talk, breakout, and workshop for you. Finally I'd like to thank Paula Steen who has worked tirelessly assembling, editing, and processing these notes for you.

Until next year, here's to an amazing 2015!

Tim Castleman  
Traffic & Conversion Summit Notes

# What Happens Next?

*Ryan Deiss & Perry Belcher*

## **Big Shift #1 - The merging of content and commerce (native commerce)**

Fact: Boring, old retail and ecommerce models are in trouble.

Amazon vs. Walmart - who is going to win?

Neither one.

The web doesn't need more Wal-marts or Home Depots.

They exist because of geography - you will only go so far to make a purchase.

It needs more of these...

Bass Pro Shop - They provide cool experiences like fishing in the store.



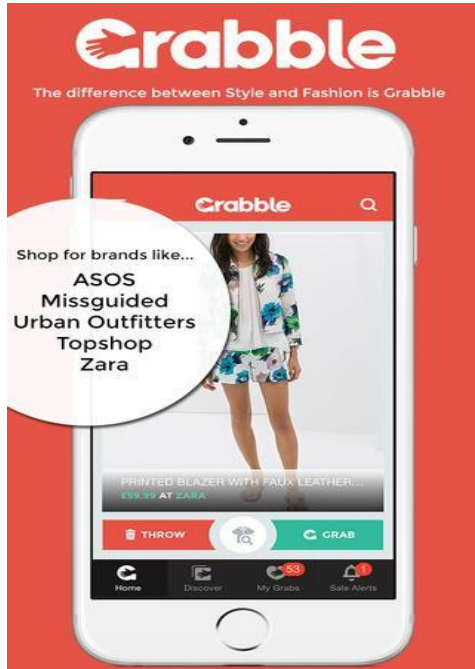
What if online shopping was more like going to Disney World?

“Online stores shouldn't look like traditional stores. Instead they should look and function more like a gift shop inside of a museum or a theme park.” - Ezra Firestone

Niche ecommerce players are making online shopping fun.

[Fab.com](#), [Zulily](#), and [Birchbox](#) are fun places to shop.

[Grabble.com](#) - Find it, Grab it, Get it (UK) Like Tinder minus the herpes.



But online retailers including Amazon have a problem. Sites are appearing that directly connect manufacturers to the end users.

Example: [Alibaba](#) - They cut out the middle man and connect the customer and the manufacture directly.





[LightInTheBox.com](http://LightInTheBox.com) - my world store - direct from manufacturer to end user

[Rakuten.com](http://Rakuten.com) - merchants set up a space to sell directly to customers

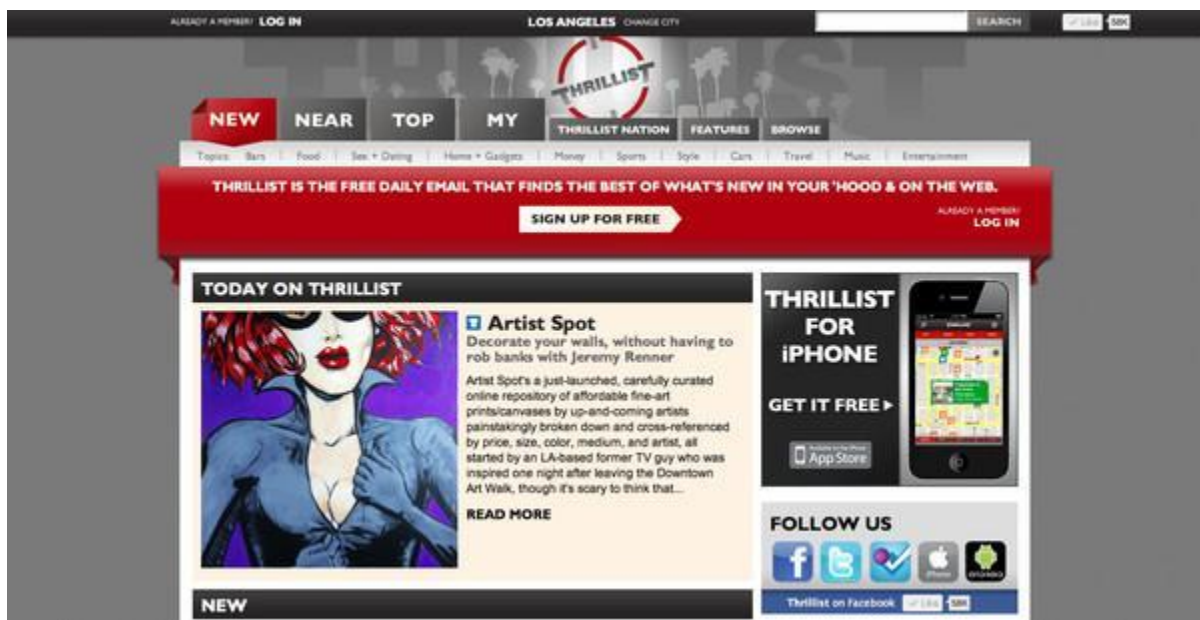
If you are buying a product, slapping a new label on it and selling it... Deiss predicts you will be out of business within two years.

Why?

You aren't adding value.

The future of ecommerce is MEDIA.

### Case Study: Thrillist - blog of curated content



Thrillist went from \$8 million in revenue in 2009 to \$100 million in revenue in 2014.

May 13th, 2010 [Thrillist](http://Thrillist) bought ecommerce site [JackThreads.com](http://JackThreads.com)

Thrillist did not merge the brands - they allowed them to exist separately.

With all due respect, when FedEx bought Kinkos and rebranded them, it was stupid.

Smart media companies understand that brands should be separate.

In 2014, Thrillist generated \$100 million in sales.

80% of that revenue was from ecommerce sales.

How did they do it?

They turned their readers into buyers.

They were successful because they had already gathered a crowd.

Creating a product is easy... creating a logo is easy... creating a brand is hard. And that's the power of owned media.

Media is anything that aggregates the attention of a definable market segment into a specific location at a predictable time.

When people start buying in physical spaces with their phone, they will be trained to use their phone to make online purchases.

Disney is media. (Theme parks, movies, events)

Apple is media. (I'm a Mac / I'm a PC) - Computers, phones, watches, cars  
"I'm an Apple person. Sure, I'll buy an Apple car."

They advocate for a specific market - focus on the market, not the product.

Harley Davidson is media.

They advocate for the accountant who wants to be seen as a rebel. They could sell anything for their market.

Digital Marketer is media.

[Survival Life](#) is media.

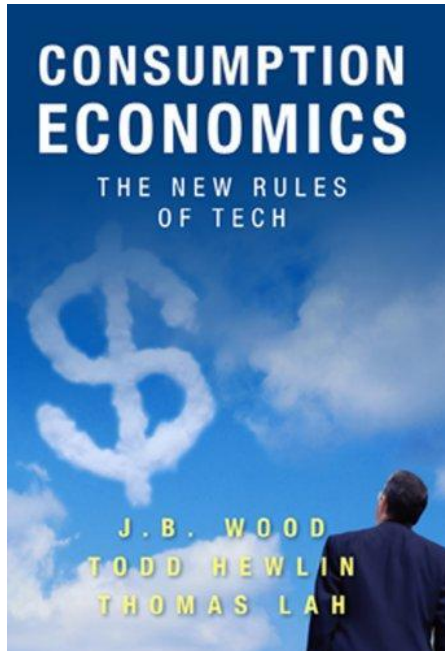
In the past 12 months, the Hoffman Richter knife has become the #1 selling tactical knife on the market. It was also the item most often confiscated by TSA.



## Big Shift #2 - The Unbundling of Business - Why Splinter Offers are the Future

Most business owners propose marriage on the first date.

Recommended book - [Consumption Economics](#)



Traditional model - post of gold at the end of the contract signing

New Model - first get the empty pot (attention). Then you have the chance to fill it with gold for years to come.

The risk? Lowing our prices in a race to the bottom

Winners will lower the barrier to customer acquisition without lowered lifetime customer value.

**Product Splintering** - Breaking your product into smaller products

**Example:** One chapter

A splintered product for someone who sells a book

**Example:** Guitar picks

A splintered product for someone who sells guitars

**Example:** Candle wicks

A splintered product for someone who sells candle making supplies

**Example:** [Shopify](#) - free Facebook store

A splintered product for a company that sells online stores

**Example:** Logos

A splintered product for a web designer

**Example:** Teeth whitening

A splintered product for a dentist

**Example:** Gutter cleaning

A splintered product for a roofer

### **Case Study: Premium Subscription (DM Lab)**

The DM Lab is awesome, but people don't want to sign up for it right away. It's difficult to sell because it's hard to describe.



One of the member benefits is access to our Execution library.

Digital Marketer splinters off one small part and use it as a lead magnet. They splinter off another small part and sell it for \$7.

Funnel: Free → \$7 → \$386 / year

Cornerstone of all of our business - tripwire / splintering

### **Big Shift #3 - Traffic Consolidation**

Fallacy - "I know my product is great, but I just need more traffic."

There is no thing as a traffic problem.

Traffic is a commodity. You can buy it just like you buy rice.

Traffic stores - Facebook.com, Google.com

Last year Google just got 7% more expensive for everyone.

A click will cost what a click will cost. The days of a hack or unknown track are coming to an end.

So if everyone is paying the same per click, how do you get an edge? You'll find out in the next session.

# Traffic 2.0 - The Great Pixel Land Rush, And Why UXO Is Replacing SEO

*Ryan Deiss and Perry Belcher*

There are two Ways to Get Traffic

1. Buy it (PPC, display, sponsored post, retargeting)
2. Earn it (SEO, PR, viral)

Either way, you're paying for it - with money or time.

How we used to get traffic - sending people to a landing page with an opt in form

Then this started happening - SLAPS from Google and Facebook

Their customer is not the advertiser.

The customer is the end user and they want to make them happy.

If you do something that makes end users upset, you are at risk of getting slapped or banned completely.

You have to play by their rules.

Here is what we do now:

Cold Traffic —> Pixelated Audience (content page) —> Lead Capture Page —> Tripwire

Ad buys going to content.

We make money by RETARGETING with Facebook ads, Twitter ads, and Google ads.

What is retargeting?

User visits your site —> a tracking pixel is dropped

You can show them ads wherever they go online.

Your retargeting ad captures their interest.

The internet user then converts into a loyal customer.

It works.

Retargeting accounts for 50% of Digital Marketers front end sales.

### **How a content-first strategy works**

They read content... they see related ads.

The goal isn't to convert, it's to indoctrinate, engage and hopefully amaze.

Lead with content / value first.

Goal #1 - set a retargeting pixel

Once the pixel is set, we can follow up, even if we don't have their email address.

Retargeting is another form of "owned media" - just like a list

Facebook - custom audiences

Just like a list, you can segment. (Social, seo, paid, email)

Facebook and Google will never slap you for sending traffic to content.

Sort content into categories.

**Big lesson - The future of traffic isn't about who can get the cheapest clicks... it's about who has the most people pixelated.**

Starve out your competition.

In the near future, display ads will be taken up by people who are retargeting.

The most important metric isn't CPM, CPA, CPC... it's CPP (cost per pixel).

Traffic —> \$0.30 to \$0.50 per pixel - 58% CR - \$1.21 CPL lead capture page = 9.1% CR - \$1.51 to \$1.71 total CPL on tripwire page.

Resource: [Traffic Boomerang](#) - the step-by-step plan to dynamic DB retargeting

## **SEO is Dead (Really Dead... Dead like Disco)**

It ain't hard - it's impossible.

Google was a lot easier before the Panda update.

Old Way: SEO

- Relevancy (keywords, meta, H1)
- Links (votes)
- Quality... kind of

New Way: UXO (User Experience Optimization)

- Is it real? (Spun content or real?)
- Do they click it?
- Do they read it?
- Did they engage?

## **Hacking Quality - How to turn your site into Google's Love Child**

The Lift, The Float and the Dead Cat Bounce

Lift - when you put out a piece of new content, Google will place you somewhere in the results depending on URL authority

Good links can help to raise your position in the results. (social shares / native ads to content)

Relevancy is also important.

At the top is the Float.

You are competing to win the page you are on... and move up pages.

Things that can hurt you - bad links, old stuff (take dates out of blog posts immediately)



## How Does Google Know?

1. Click-through rates
2. Scroll rate (did users go below the fold?)
3. Time on page
4. Bounce rate
5. Spelling and Grammar (they run spell / grammar check)

## How to optimize click-through rates

Page Titles must sell the click.

Meta Descriptions must sell the click.

Use sales copy. Treat the page titles and meta descriptions like Adwords ads.

How?

WP plugin called [Yoast.com](https://yoast.com)



Use star ratings - draw attention and build trust

Plugin - [KK Star Ratings](#)

If you use video - [Ultimate Video SEO Plugin](#) (\$19)

You can outrank YouTube videos if you have a niche video on a niche site.

Get your separate pages listed in Google.

Do this by using [Genesis framework](#) or [WooThemes](#).

## 2. Scroll Rate

Hint: They can't buy if they never see the order button.

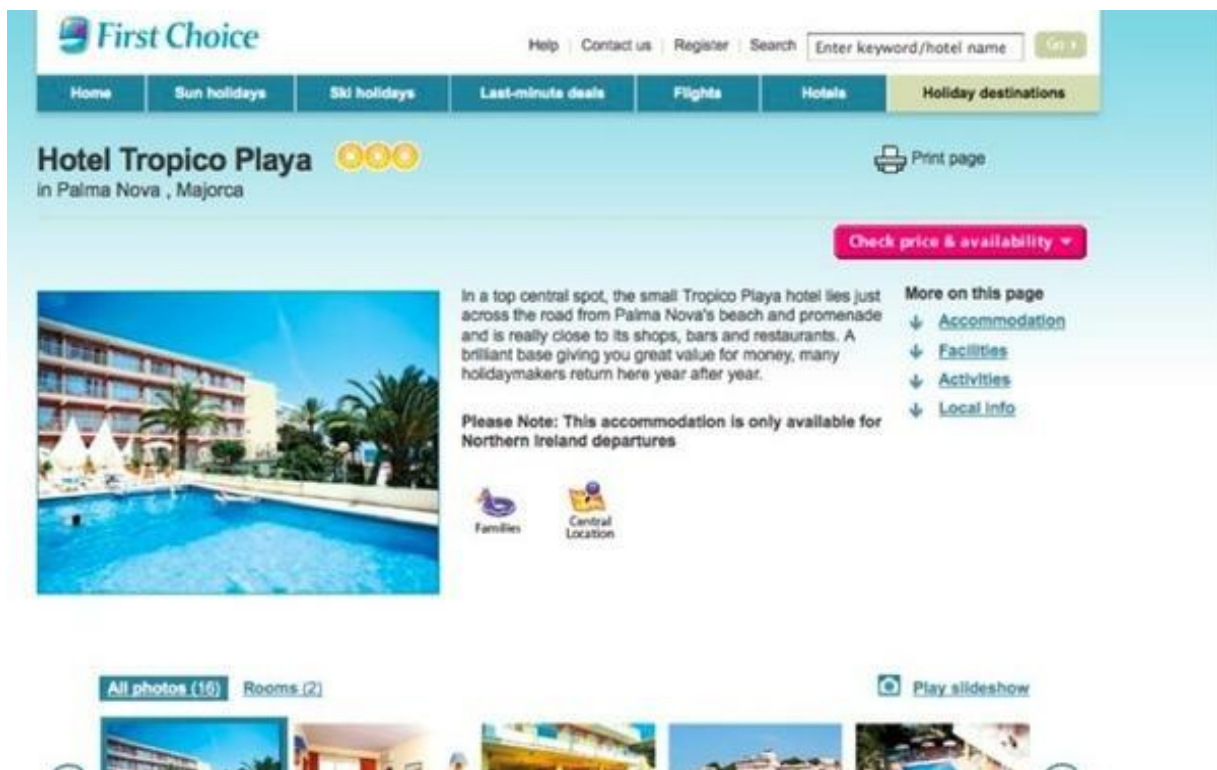
Most landing pages focus above the fold, but they don't rank in Google.

Have a down arrow at the bottom of the page (increases scroll rate by 30-40%)

WP Plugin - [Scroll top and bottom](#)

[Codepen Scroll Arrow](#) (html code)

Trick: Page tease (Half a video / image on the fold)



Tool to measure scroll depth

[Scroll Depth](#) (plugin that works with Google analytics)

[CrazyEgg.com](#) - creates heat maps

[ClickTale.com](http://ClickTale.com) - individual behavior on page videos

### 3. Time on Page

People invest time before money.

Use infographics - people spend more time on them.

Plain text blog posts are worthless unless you are a fabulous writer.

People don't want to read text only.

Use giant posts - large images, videos, infographics, etc.

Use lists - exp. "43 off the grid survival life hacks" / "13 eye makeup tips"

Lists are shared the most on FB, Pinterest, etc.

They also encourage scrolling and time on page.

### 4. Bounce Rate

Please don't leave me.

Speed is everything. If your site is slow, you are getting killed on bounce rate.

Hosting - [WPEngine.com](http://WPEngine.com) - fast WP hosting (75% speed increase)

[CloudFlare.com](http://CloudFlare.com) - content delivery system - stores your WP images, videos, etc on the S3 cloud. (100% speed increase)

Plugin - [WP Smush.it](http://WP Smush.it) - optimizes image file sizes

[Sucuri](http://Sucuri) - for website security

### Tip your answer example

A coffee bar put out two tip jars. They asked a new question every day with an answer above each jar (exp: Dogs or Cats) Your tip goes in the jar of your answer (400% increase in tips)

People want to be identified.

You can do this same thing on your websites.

Allow people to self-identify.

Example:



I am here for...

(big button) or (big button)

Which \_\_\_\_ is right for you?

(big button) or (big button)

Which are you?

(this) or (this)

Time on page is low... but bounce rate is super low and that is more important.

Another option - boxes with article titles ([The Verge](#))

## 5. Grammar and Spelling

Why you should have paid attention in English class

Google hates spun text and articles.

In the past, you could take an article and spin it into many different versions to place online.

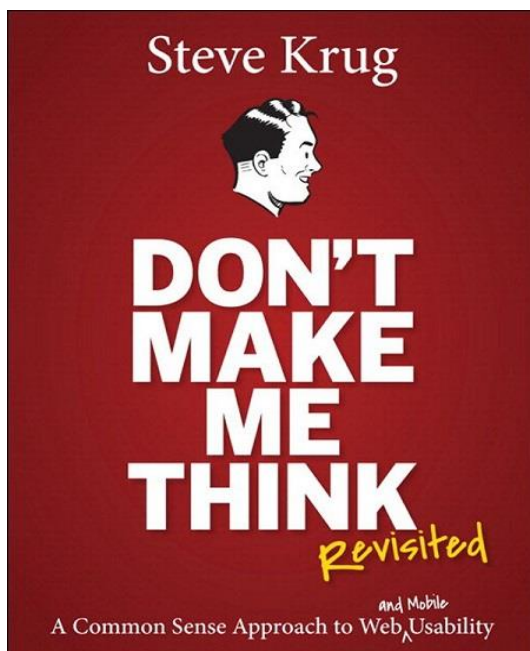
Google defeated that by adding spell / grammar check.

Check your text on [Grammarly](#) - corrects grammar and gives you reading level

Other factors:

1. Quality links
2. Relevant Images
3. Social Shares
4. Captions
5. Author Authority

Book recommendation - [Don't Make Me Think... Revisited](#) - Steve Krug



# Black Hat Results from White Hat Tactics

*Roland Frasier*

## 5 Traffic Strategies

Digital Marketer websites had 3,405,926 website visits in January 2015

How to...

- rank on page one of Google for hundreds of keywords with a single blog post
- multiply organic traffic 100% - 1500% with “viral lift” from social shares
- pixel it all and get paid \$0.33 for every single organic website visitor (cost us \$0.5 a visitor)

Use data-driven, ROI-aware content marketing to win the most customers, build valuable web properties and dominate your niche.

Chief Data Scientist and Chief Marketing Technologist will be the hottest marketing jobs for 2015 and several years to come.

One piece of correctly created, curated content can drive more visitors to your site than dozens of random pieces of original content.

Create content for 4 different customer lifecycle stages

**viral → discover → consider → customer**

### **Viral traffic**

- Audience: everyone
- Goals: create general awareness
- Keywords (KW) - very broad
- “Can We Guess Your Real Age”
- “How to Make Cheese with Your Feet”
- 17 Bad Jokes Only Marketers will Get“

### **Discover**

- Audience - interested in your brand / content
- Goals - create brand awareness
- KW - brands / broad quires

- “Who Really Gets Your Money if You Die Without a Will? The Answer will Shock You
- “23 Cheese Recipes You Can Make at Home”
- “10 Random Words that are Killing Your Market Messages”

### **Consider**

- Audience - potential customers
- Goals - provide product info
- KW - products / customer search terms
- “Which XYZ financial plan is right for you?”
- “30 minute mozzarella - making kit live test (video)”

### **Customer**

- Audience - current customers
- Goals - customer satisfaction
- KW - product / brand names

### **Strategy #1 - 50% of content should be search query driven**

Resource: [SEMrush](#)

You type in a keyword - SEMrush brings back other keywords people are searching

Look for modifiers like “easy”, “cool”, “fun” and “cute” (from data in searches) and audience call out modifiers like “men”, “fashion” and “art”

### **How to Rank for Multiple Page 1 Keywords with 1 Post**

Create a list post based on 25 or more search queries for your topic.

In the description for each list item include the search phrase, then link out to high authority sites with relevant content.

Example: [36 Paracord Projects for Preppers](#)

Where do you get the content?

Curate it from YouTube and other authority sites.

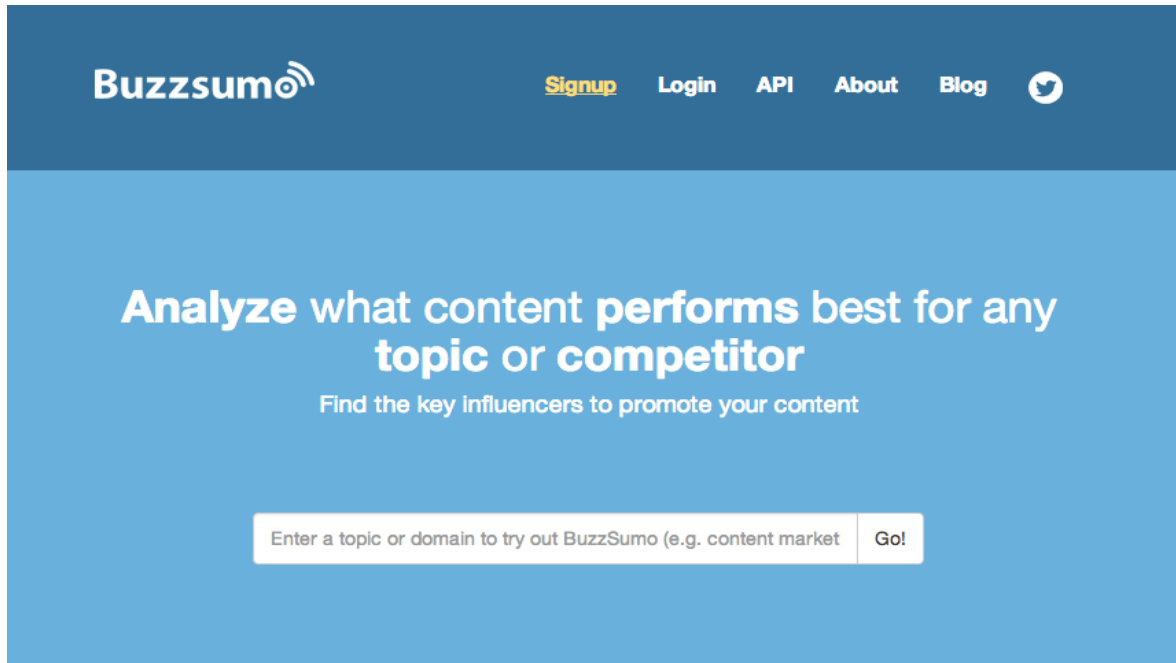
Curated posts consistently outrank original content.

## Strategy #2 - Create event or trend driven content

Tie current events to your audience

holidays, movies, celebrities, sports events, trendy sayings / phrases / places

Resource: [buzzsumo.com](http://buzzsumo.com) - analyze what content performs best for any topic or competitor



Resource: [spike.newswhip.com](http://spike.newswhip.com) - where news sites determine what to write about

What's trending on broader sites?

What's trending in your niche?

Match up search driven, trending and brainstormed content.

## Strategy #3 - Create content around proven winners

Step 1 - find link-worthy content

Step 2 - make something even better

Step 3 - Let the links know about your content



Use [Open Site Explorer](#) (MOZ Pro) to find content with 25 or more referring domains.



Look for interested articles with lots of links.

Make it look better (improve design / add photos / make an infographic)

- Update it.
- Increase length (make a 10 things list into a 99 things list)
- Make it more in depth (video, pictures / do's and don'ts)

Export the list to a spreadsheet to refine it.

Send the best prospects an email about it to see if they will link to it.

#### **Strategy #4 - Create content to acquire high value links**

Resource: [ahrefs.com](http://ahrefs.com)

Find a leading website in your niche. Look at the kind of content where they point links. Create similar content with a link back to them.

This really works.

You don't need a lot of different posts when you use this strategy.

#### **Strategy #5 - Amplify content by 100% to 1500% with “viral lift” from social shares and influencers**

Problem: Getting people to share is not easy.

It's hard to get shares across all social media.

Resource: [sharetally.co](http://sharetally.co) - tally up shares, tweets, likes and more. (Viral lift stats)

What content do people share?

- Quizzes
- Lists
- Cute / funny
- Nostalgia
- Things they want their friends to think they like (TedTalks)
- Videos
- Infographics

Which formats get shared the most?

- Infographics
- Lists
- How-to

Ads should not be too heavy handed.

They should connect emotionally and tell a story.

Companies doing a good job - Barbie, Gatorade, JetBlue, Oscar Health, USAA, Virgin Mobile

Case Study: Up worthy's 10 most viral posts

Tips: Everyone likes to learn mind-blowing stuff.

Everyone loves human interest stories.

Everyone likes it when you say what they're thinking.

Headlines

- Wait til you see
- Will blow your mind
- You need to know
- The reason why is
- Look like a normal

Create a "curiosity gap."

Biggest sharers are middle-aged women.

Don't write an article that will make your mom shake her head.

[Visual Website Optimizer](#) - test headlines (or use Twitter)

Resource: [Emotional Marketing Value Headline Analyzer](#) (you want scores over 20)

Numbers and how-to get shared the most.

Emotional headlines get a boost in shares.

Viral Headline Generators

[contentrow.com/tools/link-bait-title-generator](http://contentrow.com/tools/link-bait-title-generator)

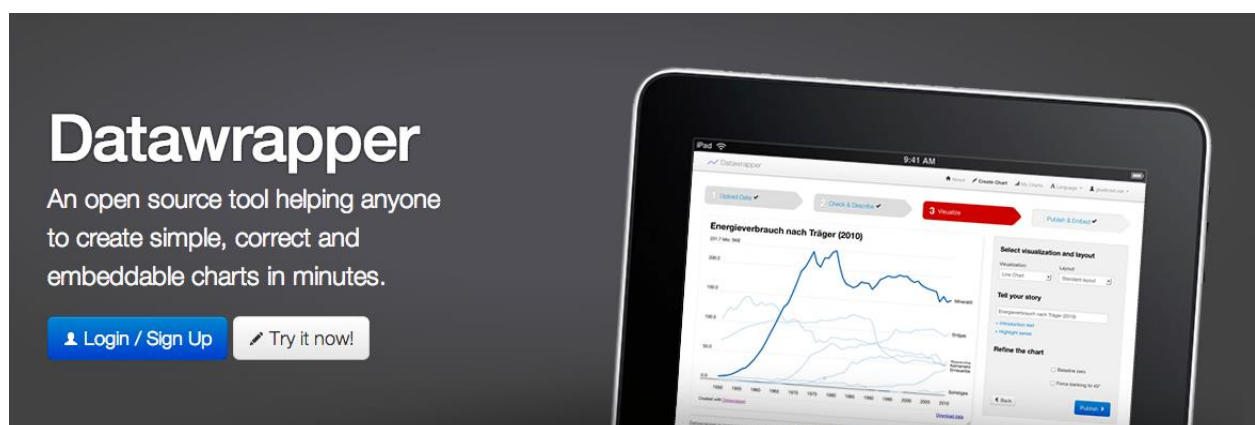
[upworthygenerator.com](http://upworthygenerator.com)

Tips

1. Write at a 5th grade level ([hemmingway app](#))
2. Write 60 character headlines
3. 80-180 words in posts
4. Use compelling share images

Resource - [DataWrapper.de](#)

Use charts and graphs



Use negative superlatives - not positive (never / worst)

Use 5-8 hashtags. (Also use hashtags in ads)

Ask a question to double the share rate.

Use !!! to get a social share lift.

Post on Saturday and Sunday for most interaction.

Post between 6 PM and midnight for most interaction.

How do you find and persuade influencers to share your content?

Resource: [AuthoritySpy.com](http://AuthoritySpy.com)



Feature an influential site in a “best of” post and tell them about it.

# Dirt Cheap Traffic

*Molly Pittman*

Traffic is changing!

Traffic platforms are changing!

The online buying cycle is changing!

As users, we are changing!

Of course, that means our traffic strategy must change as well.

**CPP - cost per pixel** - the cost of sending a visitor to your website in order to pixel them

Send them to content to see what they are interested in so you can segment them.

You must have a system in place to turn clicks / website visitors into buyers.

This doesn't mean we're throwing money into thin air.

## **How to build pixelated audiences at a profit.**

Use an ad to drive visitors to a content page to pixel them.

Why send traffic to content?

- Allows cold visitors to get to know you
- Establishes you as an authority in the market
- It's cheap!
- You're building assets...

Pixelated audiences are similar to an email list - you can segment based on interest.

## **The Big Picture**

Cold traffic → pixel audience on content → lead capture → tripwire page

**Step 1.** Run an ad targeting cold traffic and send visitors to a blog post

Use same image on ad and on blog post.

While you do this, you are building a FB custom audience.

**Step 2.** Run an ad to the pixelated audience making a relevant, specific offer (lead magnet)

**Step 3.** Set up dynamic retargeting throughout the funnel

Example: Create an audience. Tripwire sales page URL minus core offer sales page URL.

It's dynamic! You only need to set it up once.

Example: Did life get in the way? You forgot to take advantage of this deal?

Download free \_\_\_\_\_.

Follow up at every step in the sales process.

Retargeting ads account for at least 50% of front end sales.

### **Proof: the Numbers**

Sending traffic to the content page - \$0.30-\$0.50 per pixel

Lead capture - 58% CR on the lead capture page - \$1.21 CPL

Tripwire sales page - 9.1% CR at \$1.51-\$1.71 total CPL

Example: dig them out of the sand... remind them who you are

Versus straight to cold traffic

**Traffic → lead capture 32% - \$1.71 CPL → 6.6% CR on tripwire page (vs 9.1%) - 30% higher sales**

CPL for both methods was \$1.71

Pixelated traffic converted 26% higher on lead traffic.

Pixelated traffic converted 2.5% higher on the sales page.

You're building OWNED media.

This is WAY better than a random click to a landing page.

You're indoctrinating visitors and establishing yourself as an authority so that they will BUY!

Now, scale is easier!

Simply scale your content campaigns.

Create content that is segmented based on your offers.

Pixels - FB, Google, content distribution networks

# Fill-in-the-Blank Salesletter

*Perry Belcher*

Perry started off the session by sharing a cool strategy he is currently using with their low level tripwire offers. They hire a screenwriter off of craigslist to punch up their salesletter template for a few hundred dollars (\$300).

The salesletter template Perry used for this session is a parody but it still shows the critical components necessary for each part of the process. You can get the salesletter template directly from Perry here: [Twitter.com/perrybelcher](https://twitter.com/perrybelcher)

It is also included with these notes for your convenience. Fair warning - it talks about smoking pot but I would urge you to look past that topic and focus on how he delivers the message.

The template starts off with a **Shocker Grabber**. The shocker is designed to grab the prospects attention and hold them by the throat and draw them in. When you're trying to figure out the perfect grabber, ask yourself what is the one thing they wish they had more than anything else?

Next up is the **Headline** which is designed to get into the vocabulary and mindset of your target audience and speak to them. Speak to someone that is just like them or far worse off than them to make them feel better than themselves.

In the headline, have a big problem they can identify with and want to eliminate. You also want to tease at the solution without spilling the beans so they will read the entire letter.

You can also use part of the headline to **demonstrate their result** and show them how they can accomplish something they want without doing anything they hate (overcome objections). **Make it easy and fast when possible.**

Perry recommends spending 30 minutes writing your headlines to help set the tone for your salesletter.

Once you have the headline, it's time to start the main part of the letter by addressing them as something they identify with (Dear Author for example).

The opening few paragraphs of your salesletter should paint a picture of a better tomorrow using three questions they are going to answer yes to.

Talk about their biggest frustrations, biggest curiosity, and biggest dream when trying to come up with those three questions.



Research tip: Google Who, What, Where, When, Why & How related to your target market

For example: Growing orchids “So Bad”. When you do that you’ll see stories from people who have had a bad experience, etc. Everyone talks about how awful something is and you can use that story as an example or an outline for you own.

Make an entrance with a bold statement to get the prospects attention. Show them a nightmare story and describe the big problem they will relate to, tell them how bad it was, and your rock bottom point

Once you get to your first subheadline, you don’t need to be as aggressive as you do with you grabber, headline, and opening story.

The middle part of your salesletter needs to be as bland as boiled chicken. You want to keep people interested but not offended by the content with the ultimate goal getting them to the buy button.

Normally, people read the headline, scroll to the bottom to see the price and then they read from the bottom up or top down looking for a reason not to buy

They are basically saying I want it, I can afford it, give me a reason not to buy in the middle of the sales letter.

Once you described your nightmare story, you want to include the following:

**Turning point story** – what happened that turned this all around both in your determination and discovery then describe how much life changed from the previous nightmare story you shared with them.

If you don’t have your own story, you can use a **Blackie story** – which tells a story of someone else’s success who is no longer living (or available) and you stumbled across this secret, etc. so credibility is on them, not you.

After you show them how you turned things around, it’s time to reveal the opportunity.

**The Opportunity is revealed here** – explain what’s so different about your approach, how it’s like nothing like they have ever heard of before and why there is a limited time for them to jump to the ground.

Perry explained that different is always better than better (especially in a market that is very competitive). Everyone wants to be different, but being better sounds like a lot of hard work.

Prospects want to know why your approach is different, more than being better because being better is expensive and difficult, being different isn’t.

You have to explain why it's different, something they've never heard of before and why there is a limited time for them to jump in on the ground floor of this new opportunity.

Show your track record and proof of success here with physical success – photos, videos, Amazing lifestyle photos, photos with celebrities, getting awards

If you're in the MMO space, you should show them what you did with the money than the money itself. People want the lifestyle more than they want the cash.

To showcase this you can use **Screenshots, 3<sup>rd</sup> party data prove your argument and results.**

Once you've explained the opportunity, use 25 STRONG benefit bullets below. Use the So rule for every one of them.

Example" "You'll learn how to use double boiler SO you never burn your chocolate coating."

Perry taught me the SO rule when it comes to writing bullets. The difference between a feature and a benefit is the results you achieve.

"Steal my one trick for always passing a drug test SO you can continue to smoke weed and make money at your day job"

The trick is the feature, the benefit is you can continue making money while getting high all the time.

Next enter testimonials and success stories here both about the course and the general idea (story in the Wall Street journal about a man who now makes more money selling hotdogs than when he worked on Wall Street. Aggregate third party trust (news stories instead of customer testimonials)

When looking for testimonials, find them from people just like them who have huge success. Have them say it on Facebook and screen capture it from there to put in your salesletter.

After the bullet points, describe your product here, what's in it and what's in each part, how fast and easy it is you use, how is it delivered, how can they use it. Put a value on every major part of your product.

Total up the total value of each part in a grid, show the grand total, and then immediately discount by half.

Next you want to add your bonuses and discount by half again and finally add your SUPER bonus and discount to the final price.

## Thoughts on Bonuses:

**Be careful with them** – if you can do a physical product do it, make the bonuses something people want. Not more learning, but something that they really want. Yanik Silver use to send a coffee cup to people who bought his copywriting course that said “World’s Greatest Copywriter” and it was the only bonus he could do to improve sales.

**After the bonuses you want to create your guarantee here** – Perry likes to use the triple guarantee. It offers instant money back for any reason, double if they do part of the system, and triple money back if they do it all and don’t get the results you promised.

Next you want to **create scarcity**. People will not act without fear of loss to other. Opportunity in short supply, limited supply with a logical reason for the scarcity. Scarcity of limited supplies, prices soon increase, loss of bonuses after the first purchase.

Show people how much they are losing by not doing it your way (I make X a month if you wait a month you’ll already be \$X behind me).

**Finally create a call to action** and tell them exactly what to do. Explain exactly what will happen next.

**A call to action is a command, not a request.**

After the call to action end the letter and be sure to include a few different types of PS.

**Create a warning PS here.** Tell them exactly what will happen if they don’t buy and they how they will be stuck until they buy.

**Create a reminder PS here.** The last PS in a salesletter is the second most read part of the salesletter. You must recap the entire offer in a paragraph or two and finish with a strong last call to action.

Imagine how bad you’re going to feel when .... For just XXX you could be well on your way to making XXXX

# The Laws of Automating Your Business

*Brad Martineau*

## **You're in the right place if:**

- You're on the "Automation Fence"
- You're struggling to keep your head above water
- You're ready for more

## **What I'm going to cover:**

- The enemy of automation
- Laws I've discovered after working with thousands of businesses over the last decade
- A hidden and often overlooked source of power in your business

## **Sixth Division**

We help entrepreneurs unleash automation on their business

### **60 second history:**

- 6th infusionsoft employee
- Got laid off
- Did some stuff
- Launched 6th division
- Made no money
- Hit 7 Figures in our first year
- Exciting stuff since then, new headquarters

Sixth Division has now sat down with over 500 business and started to identify what makes automation work.

## **Getting Started:**

1. You're not a scribe
2. 1 thing implemented > infinite ideas
3. Talk fast
4. Ask questions

Quote:

*"We shall not cease from exploration, and the end of our exploring will be to arrive where we started and understand it for the first time" -T.S. Eliot*

Always ask yourself, "How well am I learning?"

The enemy of automation can be summed up as "the gap."

The gap between an idea and implementation

### **Signs you're in the gap**

- Not sure what to do next
- Slow, tedious inaccurate implementation
- Messy and confusing

### **What happens outside the gap**

- Solid roadmap
- Lightning fast implementation
- Organized clean and scalable
- Reporting
- Energized
- Confident

### **What's in the gap**

- No plan of attack
- Lack of a blueprint (never plan and blueprint at the same time)
- No system of implementation

### **Know the game you are playing - Marketing automation**

When you try to combine marketing and automation, you end up with just an auto responder.

You need to build a small business success machine.

Everything in your business machine falls under automation or manual labor.

- Marketing
- Sales
- Fulfillment

- Finance
- Internal

Automation is about leveraging systems and automation in order to create positive experiences

## Systems

- Track what needs to be done and dictates how it should be done
- Simplify your/your employee's life

**This will free up creative energy.** Burning your creative energy on stuff that can be automated will create a negative experience for you, employees and clients.

In order to create positive experience you need automation.

## Where is the most impactful place you can use automation?

- **Know what 100% looks like in your business**

If you don't know, you will be limited

Use our small business success playbook to help with what 100% looks like

Strategy precedes implementation

- **You cannot implement strategy without a blueprint**

Successful people get an idea, plan, create an executable blueprint, then implementation

Don't Blemplement (Blueprint and Implement at the same time)

The first step of implementing is not to implement first.

- **System are greater than people**

What would you do if the person that does implementation left tomorrow?  
Systems need to be weighted heavier than the people.

- **Ninjas don't start as ninjas**

Outsource your decision making - once you have a good blueprint allow someone you trust to make your decision so that you do not overthink the project.

- **The map appears when the car is in motion**

You will never have enough information to finish anything important before you get started.

Action breeds confidence and courage, inaction breeds doubt and fear.

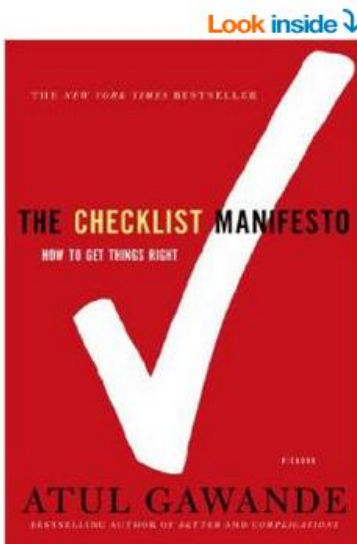
Overcoming mental ping pong ask the same questions two different ways

- What can I do right now?
- What can I do right now?

**Automation is about creating experiences for people.**

1. Get an Idea
2. Create Playbook
3. Create the Blueprint
4. The Build - Get a system in place to make the build

Read [The Checklist Manifesto](#)



Discipline is hard, we are by nature flawed, we are built for novelty and entertainment, YOU MUST DO IT (discipline), in order for automation to work.

# The Viral Content Engine

*Russ Henneberry and Stephanie Butler*

How to create OUTSTANDING, VIRAL content that generates TRAFFIC (And do it with speed)

1. Research
2. Listen
3. Track
4. Create
5. Measure

## Deeper Explanations

1. Authority (traffic from influencers)
2. Virality (the traffic avalanche)
3. Search (steady, relevant traffic)
4. Consumer Demand (traffic that buys)

### Myth #1:

Content takes too much time

**Truth:** We made some of our top performing content in under an hour.

### Myth #2:

I need so much content, I cannot possibly do it.

**Truth:** You don't need a ton of content. You need a few good pieces.

## Good content marketing

1. Sells
2. Tells you what else to sell
3. Scales so you can delegate

You don't need a lot of fuel - just good fuel



## Simple steps to good content

### 1. Research

- Learn your market (what is your audience going to respond to?)

How to talk to them

What do they like to see?

What do they want to hear?

- Watch signals (what is already working)

Social signals

What are competitors doing?

Buzz words

- Find top searches (ask google) even if you never learn a thing about seo, google shows you what they are looking for.

What are the big keywords?

What are the small keywords?

What else does google suggest?

### 2. Listen (keep watching what is working for everyone else)

- New trends
- News and time sensitive content
- What gets shared most and how

### 3. Track (gather your info because you are about to solve your content problem. You get to give it away)

- Trends
- Competitors
- Top searches and keyword lists

## 4. Create

8 ways to quickly create outstanding content (be cool and link back)

1. **The embed reactor** - find a popular video from an expert. embed and react (photo)
2. **The stat roundup** - compile a list of stats and write an article about it (photo)
3. **The interview** - the easiest way to get an interview is audio only, a good writer can take that and produce good content (photo)
4. **The quote post** - find a topic and round up interesting quotes and write about it (photo) or use infographics and outsource it.
5. **The crowdsource post** - ask 3+ experts the same questions and aggregate
6. **The compilation (the aggregators and winning)** - Lists and other viral posts can be made from many sources (embed videos, infographics, proven images)
7. **The YouTube cutup** - Find top performing YouTube videos with millions of views - use screenshots and explain with the screenshots
8. **The roundup list post** - roundup list posts performs better than anything and you get to use other people's top performing content. Lists can help you win the page
  - increase click through rates
  - increase scroll rate
  - increase time on page

## 5. Measure

See what worked

- See what sent traffic to your site
- Look for patterns
- Lifestyle posts do the best (for them, survival life)

- See what got shared and why

See what they might buy

- We source and sell what we know is working
- Put consistent offers in your content

Content Segments. We retarget with a relevant ad.

1. Find things at the top of
  - a. Youtube
  - b. Pinterest
  - c. Twitter
  - d. Google
2. Use things from top authority sites.

For maximum effect use keywords.

### **How to make a crowdsource post**

1. Pick a subject and google.
2. Use amazon sales to find the influencer that just published a book - publisher will be trying to promote their book, making interviews and interaction much easier.
3. Send email to author (photos, one of them has already been used).

### **Big Takeaway:**

Aggregators are winning. Leverage top quality articles, quotes, and YouTube videos. The work has been done. This is beating original content.

# 13 Sneaky Little Email Tricks

*Richard Lindner*

Sending emails is the most profitable thing we do.

When we send emails - we make money.

Ethical (but sneaky) methods to get more opens, more clicks and actually get in the inbox)

Is email changing?

The last 4 years, I've started like this...

"Email is changing and evolving."

Sorry, but email is not changing in 2015.

It's all about engagement... (still)

Engagement is measured by 4 metrics.

1. Email open rate
2. Lateral scroll rate
3. Hard and soft bounce rate
4. unsubscribe and complaint rate

But what about clicks...?

Email Evolution Conference - [Maropost](#)



Measuring clicks is considered a violation of privacy... not considered an engagement metric.

What does engagement have to do with sneaky email tricks?

**Goal: triple open rate, double click through rates and increase engagement so your emails go straight to the inbox**

Nothing at all happens until the email gets opened.

How do you get them to open?

### **Sneaky Trick #1 - Use proven subject lines**

- Curiosity or blind
- Direct or benefit
- Urgency or scarcity
- Proof / results or credibility

#### Curiosity

- Less \_\_\_\_\_ = More Sales
- Why he paid Google \$524,838.71
- Kinda weird but very profitable
- 7 business doubling “hacks”?
- 1,322,956 free clicks from
- 137% more sales with boomerang trick
- 9 “oddball” penny traffic sources

#### Benefit

- [Facebook Ads] Get more clicks...
- Create opt-in pages that convert like crazy
- Generate traffic on demand
- How to Write Bullets That Sell
- Start building your list for just \$1
- A native ad in 60 minutes or less
- Steal these email templates

#### Urgency / Scarcity

- 85% off sale ends at midnight
- No more discounts on T and C
- Closing down soon!
- Last chance to be a VIP
- You're about to miss out...
- You're going to miss this?!?
- Final Notice (just hours left)

## Proof / Results

- [Case Study] \$188,674 from a dead list
- Mom of two “makes” \$10k in 4 days
- This guy makes 6 figures per month?
- AZ show store owner 20x’s business by sending what?
- 23,247 leads in less than 30 days
- Swipe this \$17,609.10 template (download)
- [Case Study] 259% ROI using new traffic source...

## **Sneaky Trick #2 - Unicode symbols and personalization**

Resource: [EmailStuff.org/glyph/search](http://EmailStuff.org/glyph/search)

Codes for Unicode symbols

When you are mailing about the same things for a long time, the open rate goes down.

Use symbols to help raise the open rate again.

Personalization Works (but just how well?)

Comparing open rates of subject lines with and without first name personalization.

With = 18.3%

Without = 15.7%

## **Sneaky trick #3 - FINALLY get value from Google+**

Use your G+ account to build trust.

Add your send from email address to your Google+ account

Personal business - use personal photo

BNB business - use your logo

If you don't have your send email address in G+, it just takes a random letter and puts that next to your email. You will blend in and look ordinary.

Send them a welcome email showing them how to whitelist you.

## **Sneaky Trick #4 - 2nd Subject Line**

Optimize the first sentence of your message because it will show up in the inbox along with the subject line.

Example:

Subject Line: The Juggernaut Method (sales jumped 3x)

First line: How freak training increase sales by 30% with one simple funnel

If you are sending an email, just add a line of text with a link above it.

2nd way - invisible preview text - use a one pixel image with image tag

## **Sneaky Trick #5 - Avoid the Dreaded Inbox Purge**

49% of people check email on their smartphone first thing in the morning.

Many of them use their phone to scrub emails they don't want to read later.

Delivery time is crucial.

Do not send before 8 AM.

Send emails at 8-9 AM or 3-4 PM (preferably in their time zone)

Best days - Tues, Wed, TH

Pro Tip: Weekends are great for inexpensive offers and consumable content

*How do you get them to click?*

## **Sneaky Trick #6 - 4 Bites of the Apple**

1. Link 1: intro (curiosity, proof / credibility) "You haven't taken me up on this yet?"  
LINK
2. Link 2: body (benefit or results) I'm assuming it's because you haven't had a chance to really look at one I'm offering. You'll get access to...

3. Link 3: close (scarcity or social proof) “But you have to hurry, because \_\_\_ ends in \_\_\_\_.”
4. Link 4: P.S. (social proof or scarcity) “Check out what \_\_\_ had to say about \_\_\_. / screenshot testimonial /”

### **Sneaky Trick #7 - Click Triggers (Selling the click)**

6 easy ways to cue the click

1. Pose a benefit-driven question - “How does \_\_\_ work?”
2. Connect proof with product - “Product boost by \_\_\_%”
3. Prime them to give the yes - “Do you want...?”
4. Your New Self - “With \_\_\_, you will know how to \_\_\_”
5. Expose yourself to gain trust - reveal something personal to lower resistance
6. Take something away - “If you don’t want to /maximize your customer value/, then don’t click the link below.”

### **Sneaky Trick #8 - Google Action Buttons**

Create CTAs in the gmail inbox (view video / view folder / etc)

1. one-click
2. go-to
3. product review
4. RSVP

You need to register with Google and send at least 100 gmail emails a day.  
Only use with gmail emails.

### **Sneaky Trick #9 - “Press Play”**

Put a play button on images in your email.

Some people will automatically click it.

### **Sneaky Trick #10 - Animate Your Email**

Show your lead magnets in action with gifs. (Preview your product)



Change color of buy button using two images.

Free app - gif rocket

Countdown timer in the email (ultimate scarcity)

Plugin - [OuttaTimr](#)

### **Sneaky Trick #11 - the Faux Survey**

Add an image of a one-question survey / radio buttons

“Take your best guess - you might be surprised at the answer.

...or skip the survey and click below for the answer right away.”

Use separate images to segment lists.

### **Sneaky Trick #12 - the Ramp Down**

Pro tip straight from Google

Before you give up on inactive contacts, try ramping down their email frequency.

1. The snooze - break from getting emails
2. The special occasion - when do they want to receive emails - holidays
3. The one off - changing frequency to once a week / month
4. Don't miss a sale - let them choose what type of email they want (content, offers, or both) or “Not an email person? Join our FB page / app for updates”

### **Sneaky Trick #13 - Email Design Hacks**

1. Design for mobile (66%)
2. Brand your emails (header design)
3. Use 16+ font (or leave money on the table)

Send emails with more than 500 characters.

Use CSS buttons for CTAs

# The Amazing Hollywood 3 Act Story and How to Use It to Sell More of Your Product/Service

*Ben Adkins*

In this session, Ben Adkins talked about his 3x Storytelling method that he uses to help sell his products and services.

## **The Amazing 3 Act Hollywood Story**

The reason it works is because it breaks a story down into logical pieces which makes it easy for your audience to understand.

- Act 1. Character and Plot Establishment
- Act 2. The Escalation and Confrontation
- Act 3. The Climax and “The New Normal”

### **Act 1.**

This is where you meet “Mr. Anderson (Neo) and the other key characters and discover the matrix and the purpose of it (Villain is especially important)

How many of you have a villain in your marketplace?

### **Act 2.**

Things get crazy and there is a twist that complicates everything when he/she is trying to come to a resolution of the problem (the villain complicates our lives more here with the introduction of their weapon)

This is also where our hero comes to terms with the fact that what he/she has been doing won't be enough to conquer the villain in the end and must start to do something new or different.

### **Act 3.**

The Final Battle (and the weapon we use to win it) and a brief look at what life is like for the characters after the resolution

## **How to use the 3 Act Structure in your marketing message**

### **Act 1**

Part 1. This is what life was like and what the world looked like before the product/service/idea

Part 2. The villain is “my awful boss at my old job” “the person at the gym who called me fat” the “beautifully woman of handsome man who wouldn’t give me the time of day

Part 3. My everyday struggle was to “Lose weight” “Talk to girls”, “sell more houses”  
Tease Act 2 ... I didn’t know things were going to get much worse....

### **Act 2**

Part 1. Why the struggle escalated (villain complications)

Part 2. The breakdown of the typical solution (broke down)

Part 3. The turning point (think rocky montage) that prepares our hero for Act 3.

### **Act 3**

Part 1. The solution

Part 2. The results of the final battle

Part 3. The new normal

You can use a 3 email sequence to convey each act.

## **The George Clooney Multiplier**

How to use this technique to amplify effectiveness

Bring in celebrities to strengthen the appeal of the story

1. Your clients
2. Industry celebrities who talk about your product

Huge success stories using your materials, process, etc. giving the end user a sense of confidence and certainty

Slides from the talk can be found here: <http://www.scriptdoll.com/3act.zip>

# Traffic Hacks Panel

*Molly Pittman*

This year our panel will be sharing totally white hat techniques that work.

## **1. Rocky and Adam - Get More Views - YouTube**

The Charm Bracelet Method - How We Generated 250,000 Free Leads from YouTube

The most important part is generating leads with your videos.

How to Find Your Bracelet

“What would your target market type into Google / YouTube, when looking for the solution to a problem?”

Examples:

1. Basketball Training
2. Basketball Workout
3. How Can I Shoot a Basketball?
4. How Do I Jump Higher?
5. How to Dribble a Basketball Better

Type each bracelet into YouTube search, removing the last letter.

Make a video for each suggestion that comes up on YouTube.

Each video will release one tip, trick or technique.

When you upload your video, change the file name to the keyword phrase.

Also put the keyword phrase in the title, description and tags.

Add annotation boxes - 10% in do a link annotation / 10% out ask them to subscribe

Use verbal call-to-actions in your videos. “Click here to get a free \_\_\_\_\_. When you enter your name and email, I will send you a free \_\_\_\_\_.”

[GetMoreViews.com](http://GetMoreViews.com)

## **2. Justin Brooke - Facebook ads**

High-conversion layout:

Logo – navigation - Header opt-in \* (or whatever your primary goal is)

Left hand sidebar offer - secondary goal (no archives, past posts, etc.)

Content - 2-3 anchor links in the content (offer relevant to post)

Post footer offer - secondary offer again

### **How to Write Blog Posts that Sell**

NLP Yes-Set - ask a no-brainer question - have them agree with you right away

Problem - mention problem

Agitate - other problems that are caused by that problem... “That means...”

Solution - offer them the solution to that problem

### **Where to Buy Traffic for Blog Posts**

\$100 “Flood the Market” Strategy - \$25 a day on each of these four sites

Alexa Top Sites

1. Google.com
2. Facebook.com
3. YouTube.com
4. Twitter.com

Content upsell trick - put a relevant offer inside of the blog post (small opt in box)

- You don't have to be a good writer.
- You don't have to write lots of blog posts.
- You don't have to own your own product.

Resource: [GrowthGeeks.com](http://GrowthGeeks.com)

### 3. Stephanie Butler - Idea Incubator - Pinterest expert

Traffic Hacks - Pinterest

DIY Ready - 20k leads a day from Pinterest

7,893 leads last month on DIY ready

Pinterest is NOT just food, fashion and crafts

We also generated 26k leads for Survival Life on Pinterest.

Pinterest allows you to save visual content.

You can use it in any niche / market.

Average lifespan of a pin is 4-6 months.

People on Pinterest are often in a buying mode.

#### 6-point Viral Pinterest Plan

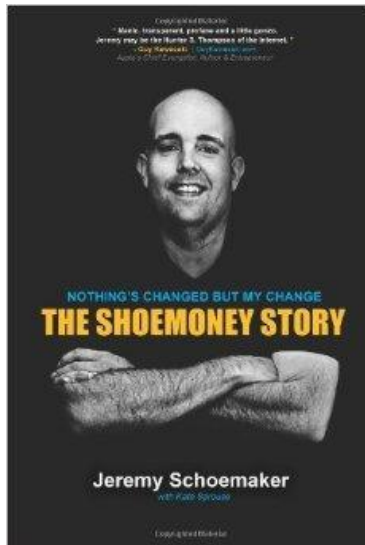
1. Use a Hover - Pin It Plugin: [Frizzly](#)
2. Use Optimized Board Covers - the default is one of your images - stand out by using an optimized cover on each board - typography (light text on dark background works the best)
3. Use exact match keywords (Pinterest is like a Dumb Google) - Don't name a cheese board, "Oh so Cheesy" use keywords exactly. Use Pinterest search suggestions in your pin descriptions.
4. Use "best" Pinterest images - put words on images - people have seen a sea of images... use text on your images to make them stand out. Use long "infographic" image made of several stacked images to take up as much real estate as possible. (736 x 3200) Sends 3 to 10 times as much traffic. Optimize the images for your top 10 blog posts.
5. Use a tool to schedule pins and monitor your results. ([tailwindapp.com](#))
6. Promote the good pins by removing the bad pins.

#### 4. Jeremy Shoemaker - Shoemoney.com - Market Notify

Thinking Outside of the Box

What if I told you there was a way to get people to pay you \$1 to visit your website... and that traffic yielded over a million dollars in revenue?

Resource: book - [Shoemaker Story](#)



Tip: Make a 2nd book - 20% of people who like the 1st book will buy a 2nd book from you

2nd book: [The Ultimate Email Marketing Guide](#)

##### **The Ultimate Email Marketing Guide**

*Written by Best Selling Author Jeremy Schoemaker*



**Its Time To Explode Your Business!**

That 2nd book started to rank well for keyword “email marketing.”

Resource: [Digitalpoint.com/tracker](http://Digitalpoint.com/tracker) (keyword tracker)

Shoemoney started getting high quality backlinks to his 2nd Amazon book.

Then he bought cheap backlinks to his 2nd Amazon book.

It took it to the first page of Google for email marketing.

Then in March 2014, it disappeared from Google completely.

In 2nd book, he put links to his landing page on the footer of each page.

Jan. 2013 - Jan 2015

35,000 books sold

\$1,365,200 in revenue from book referrals

### **What I did right**

- Embedded tracking links in the book
- Getting high quality backlinks

### **What I did wrong**

- Got lazy
- Bought cheap backlinks

### **Final Thoughts**

- Write an e-book on a niche where you're making money
- Keyword stuff the crap out of the title of the book
- Leverage Amazon's amazing SEO authority



## 5. Brian and Scott Moran - Get 10,000 Fans

Typical Sales Funnel

Squeeze page → Sales page → Checkout Page

Step #1 - Bring the interested people back

The problem: they already said no (to your first offer)

The solution: improve your offer (by adding a bonus)

Examples:

- software → give a free month
- info-product → give an extra module
- physical product → give a coupon code

Get them back by using a FB retargeting ad (highlight the bonus in the ad)

[Samcart.com/Bonus](https://samcart.com/Bonus)

# Funnel Hacks

*Russell Brunson*

In this session Russell walked us through his clickfunnels webinar. He talked about some of the major frustrations surrounding constructing a funnel that pays him \$17,984 per day and he showed how to ethically knock it off in less than 10 minutes

Russell's first funnel was on how to build a potato gun. It was a physical product (DVD) on how to make potato guns with just a sales letter and a simple order form.

He has also done this with this book: 108 Proven Split Test Winners Books which you can get for free (just pay shipping)

This is how Russell and his team are able to reverse engineer any funnel with these secrets.

## **Secret #1 – Model what works**

You can tell who the pioneers are because they have arrows in their back and are lying face down in the dirt.

Two types of competitors

- Direct (ex. All nerve pain supplement sellers)
- Indirect (ex. Selling to the same target market)

**Model your competitors (layout)** at first – not copying just model it and see what is working and not working on it. If you're looking for a shortcut, then buy your competitors product and go through their entire funnel.

Here's another tip - fire up a screen recorder (Camtasia, Screen flow, Screencast-O-Matic) and capture yourself going through the entire funnel to ensure that you don't miss anything.

## **Model Your Competitors (Funnel)**

- Don't think, just model it
- Model look, feel, and the layout of a funnel
- This is how Russell went from 20k a month to 20k a day

Try to beat the control only once you have setup a similar funnel to your competitors.

Who This Works For ...

- Supplement funnels
- Coaching funnels

- Info products
- Ecommerce
- “Real” businesses

### **Where do I find a good funnel and how can I tell if they’re making any money?**

[Clickbank.com](http://Clickbank.com) has 100,000 Successful Funnels for you to model

- Marketplace
- Find the bestselling offers (sort by popularity)

Buy their product!

\$47 - \$37 - \$79 - \$19.95

Take note of their Pricing, type of offer, layout, & design of their entire funnel.

### **Secret #2 – How to clone their proven funnel in less 10 minutes**

I know this is going to come as a shock to some of you, but Russell uses his own

[Clickfunnels](http://Clickfunnels) to build all of this websites.

- Squeeze Page
- Sales page
- Order confirmation
- Download page

You can see a demo of Clickfunnels by going to website link above. I also will be having Russell do a hangout with us to walk us through Clickfunnels.

### **Secret #3 - How Do I Get Traffic To My Website**

[SimilarWeb.com](http://SimilarWeb.com) (Free website)

Put in your competitors website URL and it shows traffic data and which websites are referring traffic

Russell uses [20DollarBanners.com](http://20DollarBanners.com) to create a similar banner and design. He then buys ads on the same websites by emailing & contacting the website owner and buy traffic to their site.

# Sell More: How To Increase Webinar, Stage & Online Conversions With The Signature Presentation Formula 2.0

*Dustin Matthews and Dave VanHoose*

The presentainers guide to sell more now  
How to write a presentation that converts!

Rule #1 Have fun.

Rule #2 I promise to give 110%

Rule #3 Interactive experience

Rule #4 Take action

Rule #5 I always come to serve

There's a problem - 8 out of 10 entrepreneurs who start businesses will fail in 18 months. It's because of a defective sales process.

What does this emotionally cost you?

1. Emotionally stress
2. Anger
3. Confusion
4. Doubt
5. Burn out

The solution is speaking

1. Speaking is the most profitable skillset in the world.
2. Speaking is a learned skill.

Why be a presentainer speaker?

1. You are the authority
2. You get to travel
3. Have fun
4. Life is great

*"Sometimes in life you need to go after your biggest fear."*

## **Ripple Effect**

When I empower you, you can empower the world.

*“I am about empowering leaders to impact the world”*

## **Speaking Mechanics**

*“Success loves sequence”*

All buying decisions are based on emotion backed by logic.

## **Subconscious communication**

1. Open - majority of sells happens in the first minute
  - a. Intro video
  - b. First impressions matter
  - c. Play every ace
  - d. Have a leader introduce you and transfer the power
  - e. Get the audience to agree with you.
2. Story (Stories sell facts tell)
  - a. If you connect with one you connect with all
  - b. If they don't trust you they will not buy from you
  - c. Leave a legacy
  - d. Make the audience lose track of time
  - e. The story becomes not a me to you, but me to me.
  - f. Get off the stage and connect with a crowd, you'll come to a crash and a moment, give them the 5 senses and “I will never forget when”
3. Solution - Anchor down your product
4. Method - Build value
5. Offer - The close
  - a. Best way to handle objections is with social proof - put 7 social proof stories in every presentation
  - b. Nonresistance communication - ask for permission

## **EPSTS**

1. Easy
2. Predictable
3. Scalable
4. Trackable
5. System

## **Blueprint = Freedom**

Have you ever wondered - Excite the imagination of the audience

Introduce the yes state

3-7 yeses = a sale.

# Fascinate Anyone in 9 Seconds: The Perfect Words to Captivate Your Customer

*Sally Hogshead*

Private access personality test - [HowToFascinate.com/You](http://HowToFascinate.com/You)

Conference Code: TCS2015

People overestimate themselves.

60% of people think they are better looking than average.

80% of people think they are a better driver than the average.

90% of people think they are more intelligent than the average.

Only 30% of people think they are more fascinating than the average.

At the highest level, winning at marketing isn't about luck or skill.

Winning is about knowing how the world sees you.

Brands have a choice - you can have the biggest budget... or you can be the most fascinating.

You are fascinating by being different in one, specific way.

The market doesn't reward better - it rewards different.

People will pay up to 4x times for a point of difference.

Do you buy Morton salt? You are paying 187% more for the same thing.

Most people have had a shot of Jägermeister, but most people don't like it.

There is drunk... and then there is Jägermeister drunk.

Around 2 AM, someone will say, let's do a shot of Jäger!

Is it a bonding experience.

Different is better than better.

Jägermeister sales are growing 400% each year... and no one likes it!

### 7 Ways Brands Communicate

1. Innovation
2. Passion
3. Power
4. Prestige
5. Trust
6. Mystique
7. Alert

People have a primary advantage (at your best) and a secondary advantage.

Your dormant advantage is when you hate what you are doing.

Use the words in your advantage blocks / in your video to describe yourself.

### **3 Threats to Your Marketing**

1. Attention - the average attention span is 9 seconds

How do you build a relationship? Front load your value in the first 9 seconds of meeting someone.

Find out what makes you fascinating.

Fascination is an intense focus.

At Disney, one of the rides has a choice of two paths: you can choose a green ticket (kids and old people) or orange ticket (warning!)

Green ticket - commodity

Orange ticket - fascination

Your fascination advantage is the way in which your personality is most likely to add distinct value.

The greatest value you can add is to become more of yourself.



85% of your financial success is due to your personality and ability to communicate.  
(Orange ticket)

15% of your financial success is due to technical knowledge. (Green ticket)

### **What High-performers Do Differently**

- they are admired for a distinct benefit, such as confident leadership, attention to detail, or big-picture ideas
- they over-deliver in this ONE specialty

Typical results of marketers at T & C on the personality assessment:

Primary - Mystique

Secondary - Innovation

Dormant - Trust

Group Archetype - 8.4% of attendees are The Secret Weapon (nimble, unassuming, independent) / creative on their own terms

6.8% are The Maestro - Power / Prestige - ambitious, focused, confident

6.1% are The Avant-Garde - original, enterprising, forward-thinking

Dan Kennedy - The Mastermind - methodical, intense, self-reliant

*“The higher the income, the more the person is paid for who they are versus what they do.”*

Sally used to segment her email lists by primary advantage. Now she segments further into all 49 personality archetypes.

Result - 81% open rate... 28% click through rate

Only 2% of revenue comes from Alert. Passion and Prestige account for most of the revenue.

Message to Innovators - Having the best idea means nothing if no one notices or cares

Message to Alerts - Avoid stepping on toes

## Examples of Patterns in a List

Power - most likely to be a biz owner, but don't want to deal with details

Passion - most likely to share content

Mystique - highest open rate

Prestige - most likely to purchase

Alert - 2nd most likely to purchase

Innovation - fastest to adopt system

Trust - slowest to convert

Want data like this for YOUR list?

Resource: [HowTheWorldSeesYou.com/TCS2015](http://HowTheWorldSeesYou.com/TCS2015)

You don't LEARN how to be fascinating - You unlearn being boring.

You don't have to change who you are - you need to become more of who you are.

Different is better than better.

# The Funnel 2.0

*Ryan Deiss*

What is a funnel, exactly?

A funnel is a multi-step, multi-modality campaigns that seamlessly and subtly leads a prospect toward a desired action.

There are 12 stages in a relationship. You can move through all of the 12 stages pretty quickly, but if you skip 2 steps, it changes everything.

Sequence is everything.

That's what the funnel is designed to do. It mirrors normal, human relationships.

Selling is a relationship.

A website alone is not enough.

A product or service is not enough.

Even traffic, alone, is not enough.

If you want to win, you need a funnel.

The purpose of the funnel is to acquire a customer at break even or better.

If that happens, growth is inevitable.

You can lose money on the tripwire if you know your numbers.

Original 5-step funnel:

Lead magnet → tripwire → core offer → product maximizer → Return Path

Lead magnet - "Hi, my name is \_\_\_\_\_."

Tripwire - "Can I get you some coffee?" (Prospect to client / customer) - Example:  
Columbia House - \$0.01 for 12 records / cassettes

Core Offer - "Would you like to go have dinner?" (Flagship offer)

Profit Maximizer - all profit

Return Path - if they fall out at any step, the return path brings them back (exit offer, retargeting, engagement series, ascension series, consumption series, newsletter)

3 big "aha's" that completely change the game:

### **1. Big "Aha" #1 - When architecting a funnel, you don't start at the beginning... you start at the end.**

- Step 1 - Identify the core offer (what will bring your prospect from sad to happy? before → value → after)
- How to impact before / after? Have (before hard baby tub, after squishy tub), Feel (before scared, after confident), Avg Day (before bath time is terrible, after bath time is a breeze), Status (before unappreciated, super mom)
- Once you've identified your market's "desired end result"... your message will have IMPACT!
- Just because you know they want it, doesn't mean they want it from you or that they want it right now.
- Step 2 - Create a splinter offer - Little victories that lead them down the continuum of belief. (add splinter examples from yesterday)

### **2. Big "Aha" #2 - Your funnel must overcome the biggest hurdles - self-doubt and fear**

They are afraid to try, especially if they have tried and failed in the past.

That's why your lead magnet and tripwires must give your market a "little victory." Build stair steps for them.

Examples:

- back pain clinic that offers hope that relief is possible
- weight loss product that makes users feel thinner in 7 days
- kitchen remodeler that lets its customers see how beautiful their kitchen can be
- allowing a lonely person to feel like they're a part of something bigger

### 3. Big “Aha” #3 - Funnels are not “one-size-fits-all”

- Acquisition - splinter offer funnel, make people optin for coupon code (lead magnet) Goal - quantity... NOT profit. You make money on the activation funnel.
- Activation - flash sale funnel (turn leads to buyers), survey funnel (engage them)
- Monetization - mini-class launch, perpetual webinar launch

Digital Marketer mission: Double the sales of 10,000 small businesses in 5 years or less

Implementation Partners - there are many bridges that will lead to your “pot of gold.”  
Pick one bridge and finish building it.

# 5 Phases of Invisible Selling

*Ryan Deiss & Richard Lindner*

How to be invisible to everyone except your potential / current customers

The Great Big Lie - "The money is in the list."

When you have a list, you have media. When you have media, you have attention.

Fact: Most marketers focus on growing their email list, and spend very little thought or effort on how they're going to make money once they have it.

Your time is much better spent thinking about how to monetize your list.

You should write your auto responder before you even have a list.

## **Your #1 Priority - How will you monetize a lead once you have it?**

Mistake #1 - They fail to follow up.

Mistake #2 - They send the same email to every person on their list.

Not every subscriber is the same. Some are very interested... some are somewhat interested... more just don't care at all. (at least, not yet...)

Question: Should all these subscribers receive the same emails... or the same number of emails?

Of course not!

More interest = more emails

Less interest = fewer emails

## **"Sounds good, but how do I do it?"**

Simple, you need a machine that will turn a stranger to a friend, and a friend into a fan.

## 5 Parts of the Machine

### Part 1 -Indoctrination - for brand new leads

- 3 emails
- Turn strangers into friends
- Ask them to whitelist you (increases deliverability)
- Show them your best stuff
- “Bounce” them around
- Get a little personal
- Welcome mail is the most important

Subject Line: “Welcome to \_\_\_\_\_! Here’s where to start...”

“Hi, my name is \_\_\_ and I’m the \_\_\_\_\_ of \_\_\_\_\_. I wanted to take a second to say hello and welcome you to the family.”

I want you to know that we’re truly excited and grateful you decided to join us.

Here’s what you can expect from us...

(Content description)

(We’ll also send you emails about (products))

Here’s what you need to do to get started...

1. Whitelist us so you won’t miss anything. (explain how) [digitalmarketer.com/email-whitelisting](https://digitalmarketer.com/email-whitelisting) (it helps deliverability and gets them to comply with a request from you - increases your authority)
2. Join the \_\_\_\_\_ Facebook page and follow us on Twitter. It will be our primary method of updates outside of email updates, and again you won’t miss a thing. (The act of them moving to your different social media sites will increase your reach, engagement and intimacy).

P.S. The next few days are going to feel like Christmas...

Because as an added bonus for subscribing, I’m going to be sending you my “best of best.” (Blog posts, articles, case studies, tools, etc.)

Tomorrow you’re going to get the first of the “big three.”

It's about [hint at benefit and end result without revealing the exact topic].

Keep an eye out for this subject line... \_\_\_\_\_.

Stay tuned... it's gonna be good.

---- P.S. #2 if you don't have content - it's for bonding

P.S. Do you know the #1 reason to \_\_\_\_\_? (Or... do you know why \_\_\_\_\_?)  
I bet it's not what you think.

I'll give you the answer tomorrow, but for now spend a little time thinking about what it could be. If you're anything like me, you'll get more benefit from the "thought experience" than from the answer itself.

See you tomorrow...

## Part 2- Engagement

- interest-based follow up (lead magnet-centric)
- This is where the \$\$\$ is made
- Product price determines sequence length (avoid super-long email series)
- Example: gain / logic / fear

**Gain** - "Subject Line: Did you see this? Or yep, this actually works"

"Yesterday you requested my \_\_\_\_\_, and I just wanted to make check back to see if you had a chance to read it.

More importantly, I wanted to make sure you saw this:

LINK

If you're really serious, this is the ideal first step.

**Logic** - "Subject Line: Call me crazy, but..." or "I'm a little surprised"

Call me crazy, but I'm a little surprised that you haven't taken advantage of this...

**Fear** - "Last chance?" or "You're about to miss this..."

"I'm done talking to you about this... LINK



I've been encouraging you to get in while you can, but now time is up. After today, you won't hear me talk about it again.

**“Are you still...?”** follow up campaign

Free report ---> are you still?

“Are you still biting your nails?”

Subject line... negatives... Are you making these mistakes?

Lead Magnet... positive... “The 3 things you can do to...”

No one likes to feel stuck.

“Have you \_\_\_\_ yet?” variation

- Have you lost those 10 pounds yet?
- Did you run that marathon yet?

Engagement series - (when they sign up for tripwire)

Day 1 - Deliver the lead magnet / welcome email (2 emails)

Day 2 - Gain

Day 3 - Logic

Day 4 - Fear

Day 7 - Are you still? / Have you yet?

### **Part 3 – Ascension**

- Turn ordinary buyers into multi-buyers
- Establishes a “value loop”
- Doesn't need to be your own products (affiliate offers)
- Upsell Abandon = G / L / F

### **Part 4 – Segmentation**

- general broadcast list
- One job: segment subscribers into “engagement series”
- re-consummate and pixelate (ask them to re-optin)
- “Value First” strategy
- Money is made in engagement and ascension phases
- This is how you make more while mailing less

Day 1 - Blind - Pick the low-hanging fruit who are excited about your brand

Day 2 - Direct - Segment topic-engaged subscribers

Day 3 - Content - Establishes goodwill and builds interest (link in content / ad below content)

Day 4 – OFF

Day 5 - Wildcard #1 (cleanse the pallet / affiliate offer)

Day 6 - Wildcard #2

Day 7 - OFF

## **Part 5 - Re-engagement**

- Wake up dying leads
- Send to non-opens / clicks after 60 days
- Goal: get them in an engagement series
- Tip: one-question surveys
- If they don't respond... go win back / passive aggressive - "Did I do something wrong?" or "Is this good-bye?"
- If they don't respond again, take them off of your main list. They are just lowering your Gmail "sender score."

# Email Copywriting Secrets

*Perry Belcher*

How to write emails that move people to do things.

Perry started off by talking about how he doesn't have any ideas when he enters a new market and instead prefers to study the general avatar of the client – who they are, what they do, vocabulary of that marketplace

He also likes to use data to help get emails opens with amazing subject lines. Subject lines are the hardest part (if they don't open, the rest of the process is useless)

For this example, he was talking about the do it yourself market and making cheese at home.

**First step** – Search [youtube](#) for instructional videos

Sort by popularity and then look at the video title of the most popular video

Chances are you can't beat that video title as a subject line to use.

Next go to [Digg.com](#) search for the same subject/topic – look for weird stories and headlines that you can use as subject lines.

Go to [Amazon.com](#) – put in your keyword and look at the best selling book titles along with specific keywords or language for your subject matter.

[Google](#) – put your keywords in there as well and look at the top ranking page titles for subject lines.

[FreshKey](#) - which is a keyword tool to help find additional keywords or popular topics that can also be used with subject lines.

Look for weird and strange attention getting words (cheese curds for example) that help build curiosity and increase open rates.

[Wordtracker.com](#) – pulls by volume of that search term

[Buzzsumo.com](#) to see what content is going viral and what is getting talked about and shared the most

- What gets watched
- What gets read

- What gets bought
- What gets searched
- What gets shared

As a result of all of this research here are a few sample subject lines.

**Subject lines:**

- Make Cheese Curds at home in 5 minutes
- 13 5 minute mozzarella cheese recipes
- 21 Page PDF: Cheese making for beginners
- [Survey] Which Cheese Take 5 Minutes To Make (Quiz, Poll)
- [Poll] Can Cheese be made at home?
- [Video] How to make cheese with your feet?
- [Pic] Homemade Cheese Disasters

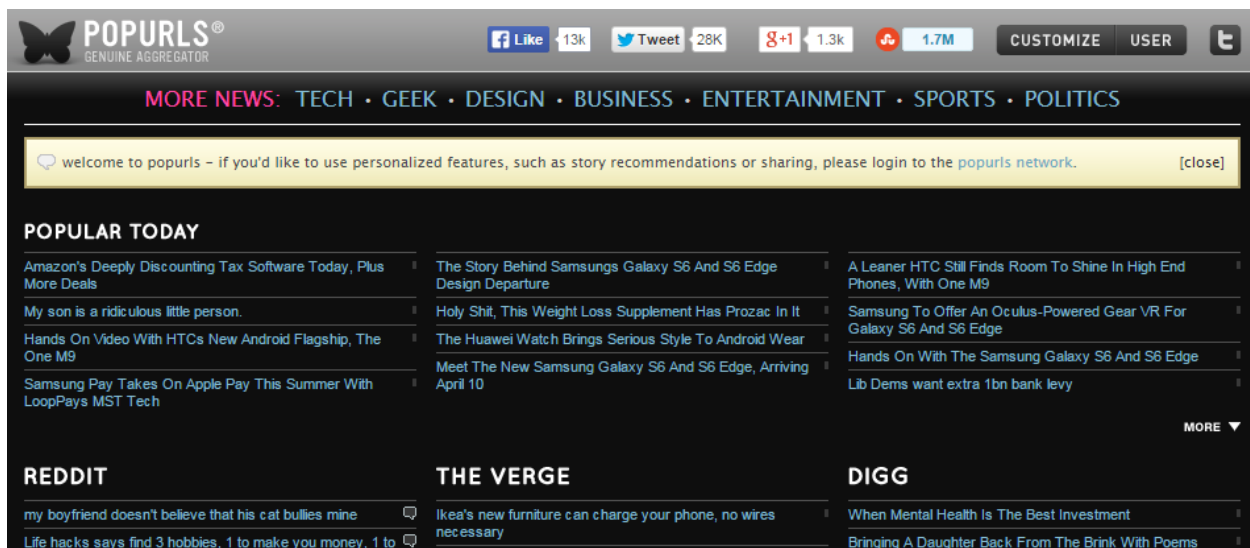
Perry likes to use a lot of current events and weird news to get people’s attention and here are a few places he searches for the news.

[AOL Weird News](#) (Huffington Post) News site that Perry just found that takes all the weird news going around the internet.

[Alexa.com/whatshot](#) the homepage shows what is currently hot and trending

[Google trends](#) is another place to see what is going on in the world

[Populrs.com](#) shows the hottest story on the web



You should use whatever your prospect is currently thinking, reading, or watching and find a way to tie into your marketing message.

Top of the news stories across the web (jokes, videos, pictures, etc.)

Use all these programs to help give you popular headlines and stories your target market might be interested.

Use data to help make your decisions on popular headlines to use as subject lines.

Digital Marketer has split test specific words in subject lines and here were some of the best and worst of the results.

### **Positive subject line words (% numbers are all positive increases)**

- Exclusive (12.3%)
- Free delivery (50.5%)
- Gift (12.4%)
- Latest (8.3%)
- New (17.2%)
- Sale (23.2%)
- Alert (38.1%)
- News (34.8%)
- Video (18.5%)
- Daily (27.8%)
- Weekly (27.1%)
- Editor (28.7%)
- Update (26.8%)
- Breaking (35.4%)
- Limited (28.7%)
- Review (37.1%)

### **Negative subject lines (% numbers are all negative decrease)**

- Free (-3%)
- Only (-4%)
- Learn (-35.5%)
- Report (-23.7%)
- Today (-15.5%)
- Webinar (-16.6%)
- Win (-2.1%)
- FW; (-14.3%)
- Forecast (-34%)
- Subscription (-8.2%)
- ??? (-16.9%)
- Discount (-38.8%)
- Trial (-45.6%)
- Facebook (-6.7%)
- % off (-3.6%)

## Sneaky little tricks

- Big numbers always do well!
- Get my secrets ... works better than learn
- Complementary works better than free
- Your 43,626 pre-approved loan is on hold
- Play guitar in just 10 minutes a day
- I am soooooo sorry
- [Pic] Obama to seize all gun shipments
- [Video] Mexicans Torch Border Security Trucks

List napalm some topic that you know your list will open and read but you should only use it sparingly or it loses its effect

Using Unicode character tables helps improve email open rates. You can get the code you need to make the characters appear here [Unicode-table.com](http://Unicode-table.com)

## Getting it read

Once you get your emails opened, you have to get them read. Here's how to emotionally suck people into your message and make them do things.

You need to be able to spin current events and stories to your need.

Using a thumbnail of a video will get a huge click through rate

Another way to get more people reading your emails is to ask their opinion and you can even use a fake email survey as well.

Subject line: We need your opinion ...

Should 50 Shades of Gray Be In Public Schools?

<Fake Survey>

People love quizzes and use it to reengage people who haven't opened your emails in a while.

Use a image of a survey and then when they click on it, it goes to another page and sells a tripwire product.

Thumbnails, mystery, and mistakes are all great ways to get people reading your emails.

# How To Construct an Optimization Calendar or 10 Magic Tests

*Justin Rondeau*

Things you will learn in this session:

1. The secrets Behind a winning optimization process (how we do it)
2. How to set up your optimization calendar
3. 10 easy-to-run test to set up right after this session

## **Step 1: Page identification is the first step to a great test.**

“Not all pages are test worthy.” - Don’t test everything.

- Don’t test low traffic pages.
- Don’t test pages with volatile traffic.
- Don’t test overly targeted segments.
- Don’t test “duh” pages. (Known problem? Don’t test it - just fix it)

New to testing?

Try a “bottoms-up” approach.

For example, start with the shopping cart or a lead generation form.

Other places to test are the search results page and the thank you page.

Why You Should Start **Now**

This is your most qualified traffic.

Have a 5-step funnel?

Test your front end offers first. (Lead magnet and tripwire)

Ask yourself, “Is this an offer problem or a structural one?”

Example: VSL (video sales letters) resulted in 58% lift in sales

## **Step 2: Your Optimization Strategy**

Develop a prioritization scale  
Pay attention to these 3 things

Potential Lift, Impact on KPIs, Ease

### **Why big lifts?**

Bigger lifts require lower sample sizes to test.

These are underperforming pages.

### **Why KPIs?**

A big lift in clicks, doesn't mean a big lift in sales.

It contextualizes the conversion.

### **Why Ease?**

Your lift potentials on main KPIs is worthless if you can't go live.

Local Dentist Case Study

Goal of site:

- Get inbound calls or completed contact forms
- Both calls and forms convert equally to new patients.

Problem: the contact form was way below the fold and had no logical flow

Should they test this page?

No, it's broken so they should just fix it.

## **Step 3: Your Optimization Plan**

Create a Hypothesis

We believe that changing A for visitors B will make C happen.



Tests without hypotheses aren't scalable.

You select your test element during this stage.

Choose wisely - use both analytics and UX data to pick big winners.

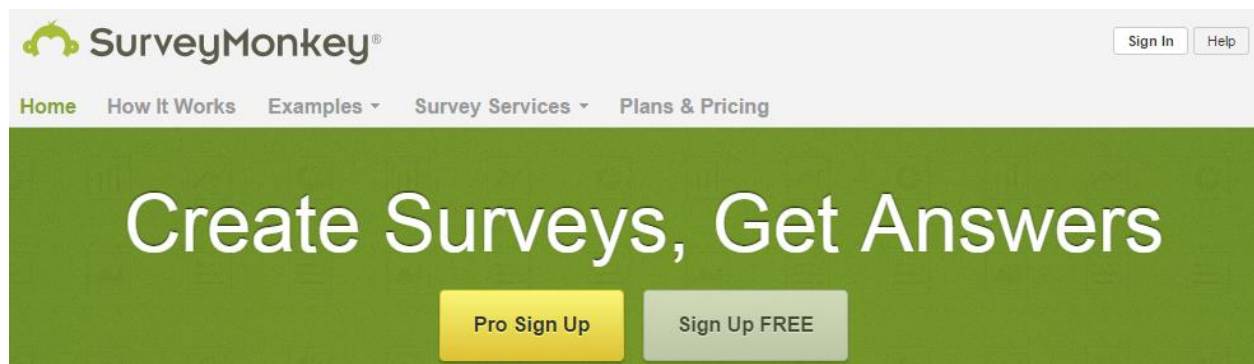
Resource: Click / Scroll testing tools: [Hotjar](#), [ClickTale](#), [CrazyEgg](#), [Attensee](#)

# What's making your visitors leave?

Find out by seeing how users click and scroll through your website

Example: These resources will show you if visitors are trying to click something that isn't clickable.

Resource: User survey tools: [Hotjar](#), [SurveyMonkey](#), [Qualaroo](#), KISSinsights (better to leave open ended than choices)



Resource: User Testing Tools: [Ethnio](#), [UserTesting.com](#), [UsabilityHub](#), [Loop 11](#)

## Step 4: Your Optimization Strategy

Schedule your tests and stick to it.

Why?

No two days are the same.

Always complete the week.

Test periods should be in line with your buying cycle if possible.

Things that determine how long you test

1. Lift percentage
2. Confidence level (industry standard is 95%)
3. Number of variations

### **Step 5: Your Optimization Strategy**

Develop standard reports - focus on dollars not marketing metrics

If learnings are scalable - use as inspiration for new changes / tests

Finally - notify invested parties

### **Part 2: Building your optimization calendar**

Testing calendars are fluid - schedule monthly with wiggle room

Break pages down by funnel location

- Home - top
- Product - mid
- Cart - low

Use coloration to dictate status:

- Active
- Pending
- Complete
- Broken

### **Part 3: Tests to Try Right Now**

1. VSL vs. Long Form Sales Letters
2. VSL Length
3. Headlines

4. Cart Form
5. Call to Action Buttons (Use GET not Order / Use MY not Your)
6. Form Fields
7. Security Seals
8. Privacy Policies (Use Your information will not be shared NOT We will not spam you)
9. Images

# Creating Your Own Automation Machine

*Scott Robley*

## ATM

Would you like your business to be an automated teller machine?

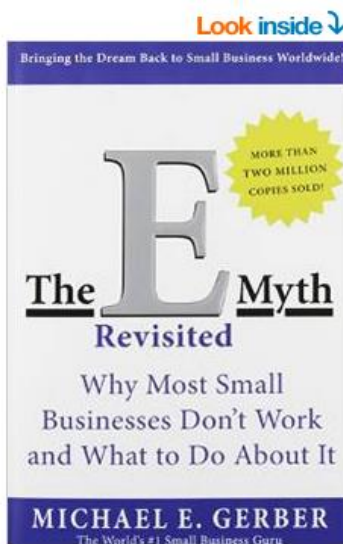
### ATM - also means “At the Moment.”

1. 1st question - Where are you at the moment in your business?
2. 2nd question - Where is your industry at the moment?

### 3 Questions about the Entrepreneurial Journey

1. Where are you in this journey?
2. Where do you want to be in this journey?
3. How quickly do you want to get there?

Must read [E-myth](#) by Michael Gerber



There are 6 stages in the Entrepreneurial Journey

### Stage 1

Buy yourself a job

**Stage 2**

Sink or swim

**Stage 3**

Getting by

**Stage 4**

Leverage and let go

**Stage 5**

Freedom

**Stage 6**

Higher purpose

Successful business owners know their why.

Be flexible about how you do things but inflexible about why you do them.

When your why is big enough you will figure out the how.

We have to change the way we look at leads, so much waste when we consider non-buyers, bad leads.

If you want something done right, do it yourself by building a process.

Phases of a Product Pitch

**Phase one:** Attract

**Phase two:** Sell

**Phase three:** Wow

Process without system is chaos.

**The fortune is in the follow up.**

# Data Into Dollars: Crowdsourcing Virality

*Roland Frasier*

Roland start off this section explaining how research can optimize customer value.

## **Step #1: Optimize your audience**

Knowing your audience is paramount when you are trying to add value for them.

Ask questions like:

Who is the ideal buyer for your product?

Where do they hang out?

Who is already selling to them?

How can you best target them?

For example - Coke knows their customers top two vehicles are Mercedes and Lexus, they shop at Home Goods, & Babies R Us and they listen to the radio every day.

## **How can you best target them?**

96% of people watch TV

91% read magazines

82% listen to the radio

76% are internet users

52% are smartphone users

Facebook Retargeting ads:

Roland explains how [stitcherads.com](http://stitcherads.com) can help you get the most out of Facebook advertising.

Audience intersect ([audienceintersect.com](http://audienceintersect.com)) is another great tool that will allow you to see how related industries can help you find new niches and expand your reach with cross marketing.

### **More Tools Roland Recommends:**

[Twitter Advertising](#)

[Marketing Land](#)

[Facebook Insights](#)

[Rapportive](#)

[Towerdata](#)

[Google Analytics](#)

[Chartbeat](#)

[Intent HQ](#)

[Alexa](#)

[Follower Wonk](#)

[Gigya](#)

[Moat](#)

[Mailchimp](#)

[FullContact](#)

[Mingly](#)

[MineMyMail](#)

[Riffle](#)

### **Optimize Your Offers:**

Roland explains that using a tool called Spike ([spike.newswhip.com](http://spike.newswhip.com)) you can find and following social activity around millions of stories daily. Another tool that he uses is call Buzzsumo (<http://buzzsumo.com/>) to find out how many shares and likes the most popular stories and posts have gotten on any particular subject.

### **Other tools Perry uses to see what is trending:**

[CBengine](#): Monitors activity on Click Bank

[TeraPeak](#): Shows you what is trending on Ebay, including price point, & product images.

[MerchantWords](#): Amazon Trends

[FreshKey](#): Amazon Trends

[Amazon Best Sellers By](#): This is an amazon tool, Roland takes us through research on how to determine which books sell the best and why. For instance know what titles are

catching people's attention is one of the first things Roland will look at when researching optimizing your offer. Other things he will look at are the back cover, subtitles, even the graphics and "look inside" setup makes his list. Knowing exactly what is selling and why is paramount to making the most effective offer possible.

Roland also looks at what is trending in the infomercial world. He uses [Jordan-Whitney](#) to do research on the most successful infomercials in any given category. [Launch DRTV](#) also has a list of the top 50 infomercials.

Roland will use the [AdWords keyword planner](#) to find not only what people are searching for but what keyword combinations should be considered for the title or subtitle.

He uses [Compete.com](#) to do a side by side comparison of the top sites in any industry. Complete.com will track information like referrals, traffic and trends with history.

Roland will also look at the paid and organic results in Google. He will study the top 4 ads for a certain keyword phrase to determine how the competition is handling their traffic and what the highest call to action strategies are being used.

[Similarites.com](#) and [Similarweb.com](#) are two tools Roland recommends if you want to dig deeper in this area. These sites will allow you to find extensive information about several related website. Including audience interests, whois information and more.

Roland spends quite a bit of time explaining how a tool called [Adbeat](#) can help you uncover any competitors marketing strategy. This tool allows the user to an impressive amount of information about what ads are trending, how long they have been used, changed etc. He also mentions a tool called Whatrunswhere.com to see the top publishers and the top ads in any given industry. He does not stop there, Roland gives us several more tools to track your competitors' strategies:

[Adclarity.com](#)  
[Boxofads.com](#)  
[Espionage.com](#)

With a combination of these tools there is very little you cannot find out about an online ad.



Run time, size, variations, and effectiveness just to name a few.

Roland then continues his research by checking what is trending on Alibaba.com and even checks direct mail offers using Whosmailingwhat.com.

Once the research is complete, Roland will compile the data and begin setting up his funnel offers.

He starts with what he thinks will be the best lead magnet, tripwire, core offer, and profit maximizer (don't panic all of these will be covered in depth individually in the Funnel 2.0 talk).

# Optimizing VSLs To Create Upsell Machines

*Jon Benson*

Jon was originally going to talk about how to create upsell machines but last minute changed his topic to share the exact close formula he uses to close 6 figure hangouts, webinars, and product launch funnels (Sellerator.com)

I've included the slides to Jon's presentation for you to go through because that's the only way this is going to make sense while going through these notes and you can model it for your own use.

Jon started off by talking about how products are queens, systems and formulas are kings of business. If you treat your business serious, you'll get serious results.

## **Step 1: Snap suggestions**

### **Part 1: Interrupt + Intrigue (2 slides)**

This is at the beginning of the close and after you have a built some rapport and credibility with the audience

Slide: Watch this short presentation and see how you can get sellerator for free...

Slide: Curious? Here's What I Mean ...

Say something shocking and then back it up

### **Part 2: Now that you ... (5 to 6 slides)**

Slide: Now that you ... (3 Presupposition Anchors)

List off three things that they already know

See, Experience, & Known

Since you've seen ...

And you've experienced ...

That the sellerator delivers...

Inclusion Command (NLP)

### **Part 3: Everybody knows (1-2 Slides)**

Everybody who's been on a diet knows...

### **Part 4: Hook + Open Loops (3-5 slides)**

However ....

It's 100% free, the second time you use it.

Here's what I mean ...

### **Step 2: The Big Problem**

#### **Part. 1: The Biggest Problem, Quick Hit (1 slide)**

Make your problem bigger than they even think it is ...

A VSL or a salepage is a \$30,000 o \$50,000 proposition

Then show what else they have to go through besides just hiring someone

#### **Part 2: 3 to 5 reasons why this is a huge problem (5-8 Slides)**

Money, Time are great problems to show them ...

And another thing ...

#### **Part 3: Not only that, but this (2-5 Slides)**

This process not only cost you upwards of \$50,000 it costs you time ...

#### **Part 4: And Another Thing ... (2-4 Slides)**

And another thing: You won't learn a damn thing ....

#### **Part 5: So That Means (The problem loops with 3 to 5 Slides)**

Make it a problem that keeps reappearing and growing bigger

**Part 6: Don't shoot the messenger (listen to me because 3 Slides)**

**Part 7: Ultimatum (3 to 4 Slides)**

Your situation really is that dire, and sugar coating the problem isn't serving you at all.

**Part 8: Remember .... (2 Slides)**  
(NLP Command, can be new point)

**Part 9: Ultimate Pain Result (3 to 4 Slides)**

**Step 3: The bigger solution**

**Part 1: The Good News Hook (3 to 4 Slides)**

There's good news for those of you who want to ...

**Part 2: There's A "Formula" Blueprint, system, formula, design  
Step 1, 2, 3 ... (3 to 4 Slides)**

**Part 3: Social Proof (6 to 10 Slides)**  
(Use video player screenshot testimonials when possible)

Have the graphic of the videos

Yeah it's true that ...

**Part 4: A realistic shot (proof narrows 3 to 6 Slides)**

Avitar is written for one person.

That said here's what really matters to you.

Fair and realistic shot at big time sales success

**Part 5: Close the first loop (3 to 6 Slides)**

**Part 6: Repeat the first hook (remember... 2 Slides)**

Reopen the first hook ...

**Part 7: So that means ... (conclude loop 3 to 6 Slides)**

Show them how little they need to use to be successful

**Part 8: Open Pitch Loop (1 Slide)**

Step 4: The Grand Offer

**Part 1: Since Facts (Since you ... 3 to 6 slides)**

**Part 2: Here's the truth (if that was all ... price setup at a super high price 4 Slides)**

**Part 3: However, I have a deal ... (give them a real reason why you are giving them the discount 2 to 4 Slides)**

**Part 4: It May Not Surprise You (Presumptive Bargain 1 to 2 Slides)**

**Part 5: Features and Values (As many slides as needed)**

**Part 6: Package recap (5 to 10 Slides)**

**Part 7: The Price Drop (Pre-Bonuses... that's before all the bonuses you're about to have handed 5 to 8 Slides)**

**Part 8: Call To Action**

Make your button congruent to the offer you're making (your copy)

<https://yoursite.com/deal>

Hidden page (hidden from the buyers until now)

**Part 9: Testimonials**

- Get them from Facebook if possible)
- Different people to appeal to attendees

**Part 10: What to expect (presume the sale 2 to 6 Slides)**

Within 48 hours after you sign up today, you'll be assigned a personal coach ..

Walk them through the buyers experience ...

**Part 11: Open look guarantee ... (1 Slide)**

Before I get to my etched in Iron Guarantee

**Part 12: Bonuses (3 to 5 bonuses and save a super bonus for last)**

Give them a mystery bonus to anyone who pays in full.

**Part 13: More testimonials (3 to 5 Slides)****Part 14: Guarantee (1 Slide)****Part 15: Final Call To Action (4 to 6 Slides)**

My recommendation for you is to grab the slides and go through each section of them and see exactly how he words each section.

# The Future of eCommerce Design: Conversion Strategies For 2015

*Ezra Firestone*

Have the right message at the right time.

The Life Cycle of ECommerce... and Where You Fit Into It!

## **Where we are now:**

- 2008 - 4% of purchases made online
- 2014 - 8% of purchases made online

Amazon expects global ecommerce to double by 2017.

Why?

Tablets and smartphones - people will be more comfortable shopping online and on mobile devices

Digital Natives (born when the internet was already around) are the biggest demographic for online spending.

It used be query only - Google, Yahoo, Bing, Amazon

Now we have context + query - Facebook, Amazon, Pinterest

Facebook likes ecommerce retailers.



The key to success in ecommerce is diversity - have more than one way to reach customers.

Embrace channel marketing.

### **1. Amazon - visibility source and your sales platform**

**2. Your own ecommerce platform** (Shopify.com/smart-marketer - 45 days free plus 20% off for life) You need more than just a platform - you need customers and repeat customers

### **3. Social Channels**

We use a slow growth approach.

Play the long game. Look at least two years ahead.

The art of the pre-sell... Advertising content works!

Don't chase customers.

Make them chase you.

**Ad → content → offer (problem / solution)**

Presell page ecommerce funnel

**Traffic → pre-sell content → sales page → check out → follow up**

How to Do This on Pinterest

Case Study - promoted pins - \$534 spend - 650 repins - 3.46k clicks

Result - \$13,262 from Pinterest / \$7,349 from Google organic

Promoted pins are query based... but you can also segment by demographics

**Pin → article → below fold is a link to relevant product category page**

Article must relate to the problem that your product solves.

Pixel everyone who lands on the content page.

If they haven't made it to the category page, then retarget them with more content.

If they made it to the category sales page, retarget with products.



How to Advertise on Pinterest - set up an account, click “continue as a business” - pick brand and enter your website - you have to put code in your website.

### **Ads —> promoted pins**

How much are you willing to spend (pick more than \$20k)

(Tip: ask your customers to take a selfie with your product for relaunches)

Best states to advertise in FB - New York, California, Texas, Utah

Combine Pinterest, FB, Google and YouTube  
w/ retargeting and a sales funnel

The Future of ECommerce Design

We’re going TOUCH.

Everyone has a smartphone, tablet, etc.

Augmented Reality - wearable technology

### **What can we do now?**

- Finger-friendly interfaces
- Image, text, video, audio
- Add junction boxes / wizards (allow them to self-select / choose your own adventure)
- Image navigation (look —> touch)
- Visual directives (website progress bar)
- Long form product pages (converts better)
- Long form left / right design
- Use the isolation affect (only use your call-to-action color on calls to action)
- Category booster
- Videos above the fold

Things for You to DO

Increase your advertising + use sales funnels and retargeting (if you want to make a lot, you need to spend a lot)

Use Facebook Ads with geographic targeting (NY, Cali, TX)

Set up your own platform

Get on Pinterest Ads Waiting List

Start collecting mobile #s - will be more valuable than emails

Use content marketing (resource: zergnet.com)

Resource: [Pinterest.com/categories](https://pinterest.com/categories)

Duplicate content pages with different links... use different ads to each one to track results.

Get Ezra's slides: [SmartMarketer.com/TAC15](https://SmartMarketer.com/TAC15)

# How To Build an Affiliate Army

*Perry Belcher*

In this session Perry talked about how they shut down their independent affiliate program after over \$500k in fraudulent purchases. They decided to reopen it on Clickbank and through Clickbank have gone from 0 to \$400k hands free affiliate sales and noticed 100k/month growth as a result.

Perry also brought up the new director of Clickbank to talk about some of the new services they are offering (like the ability to process physical product and supplement orders).

In this presentation Perry talks about how they work with and attract super affiliates.

## **Benefits of having affiliates**

- Risk free revenue that scales only when they work
- 1000s of approaches on selling your stuff (that you reverse engineer if you'd like)
- List Building (30k buyers. 60k Nonbuyers)
- Pixel drops for retargeting
- Branding – our banners are everywhere and seen by everyone

## **Power Affiliates**

1. You work for them - They need your help and support to ensure max success
2. Affiliates need tools - Swipes, banners, tools, etc.
3. High converting funnels - If your offer doesn't convert, they aren't mailing
4. High Value funnels - The more they can make from your offer, the better
5. Fast guaranteed payment - If you don't pay affiliates you will never get them back and you'll lose trust in the marketplace
6. Constant communications - If you want them to make more sales, keep in contact with them and constantly give reasons why they should promote your products
7. Contest and Awards - Affiliates love to brag and have cool gear and contest to keep them motivated and interested

## 10 Rules for Affiliate Success

### 1. Affiliates are unmanageable (help them, don't try to manage them)

### 2. You still have to do most of the work

Show the funnel, show proof it is converting, shows tips and demos to help affiliates, video reviews you can embed, email templates, banners and other clickable assets, Complete landing pages, articles,

### 3. He or she with the best EPC wins

Funnel example:

1000 clicks

3% FE = 30 @ \$5 = \$150

10% upsell = 3 @ \$30 = 90

Total EPC: .23

Traffic cost: .30

Affiliate -7. Loser

Affiliates won't promote products that they can't make money with

### 4. Test with your money not theirs – don't ask affiliates to test your offer with their traffic. Only provide them with a winning offer.

[Visualwebsiteoptimizer.com](http://Visualwebsiteoptimizer.com) to split test your offers

[Omtimizely](http://Omtimizely) to change elements of your website and test

[Clicktale.com](http://Clicktale.com) provides movies of what customers are doing on your page

### 5. Constant Communication Is Necessary

- Promotional calendar
- Affiliate calendar

The larger the affiliate, the more personal contact they get from Perry and his team

You can use these services to ensure you're in constant contact with them [Viber](http://Viber), [eztexting](http://eztexting), [callfire](http://callfire).

**Perry's Top Affiliate Tip:** Get your ass on the phone and talk to your top affiliates on a normal basis

## **6. Affiliates love contest**

Affiliates love winning and prizes along with bragging rights that come along with winning. In the survival space Perry ran a guns and gold affiliate contest with no cash equivalent because he wants that affiliate to think of him every time he shoots the gun or sees the gold.

## **7. The faster you pay, the more they sell**

The day the contest ends, pay instantly and the same goes with bonuses.

## **8. Affiliates need to know their numbers**

Here are a few places affiliates can find offers and the numbers behind them

- [1automationwiz.com](http://1automationwiz.com)
- [infusionsoft.com](http://infusionsoft.com)
- [limelightcrm.com](http://limelightcrm.com)
- [hasoffers.com](http://hasoffers.com)
- [trianglecrm.com](http://trianglecrm.com)

## **10. Go to where the affiliates are**

Platforms are king when it comes to finding traffic, affiliates, and offers

- [shareasale.com](http://shareasale.com)
- [clickbank.com](http://clickbank.com)

### **Why they went with clickbank.com**

1. Instant unlimited merchant accounts
2. Unlimited processing volume
3. Done for you setup & compliance (for volume)
4. 200k affiliates that trust them
5. Very good rates ... they handle all the taxes and VAT
6. Test off platform & pre-platform testing
7. Free customer service & affiliate payment
8. High ticket sales (up to 10k)

Nick Coats (Clickbank CEO) Q&A

### **How do you make your offers irresistible for super affiliates to promote them?**

- It all comes down to conversions
- #1 customer is employees and affiliates
- Take care of affiliates as much as possible (customized swipes, not general)
- Make it easy for them to promote the product
- Constantly test your offers to make sure that they get the most bang for their traffic

### **How do you help or train your affiliates to make more money?**

- Personally deal with the top 20-30 affiliates and listen to them and their concerns
- Find out how others are doing and do it more efficiently
- Help them with their email marketing
- Openly share what's working for them to help affiliates
- Run your own traffic to your offers so people can see when you have a winner on your hands and visible to affiliates (get them noticed)

### **How do you discover new offers to promote?**

[Clickbank](#)

[Offervault](#)

[Odigger](#)

### **A few more tips for success**

- The offer has to convert to get people attention
- Remember this is a relationship based business
- Always ask what you can do for them ...
- Do something for someone else first before expecting something from them
- 98% of the profit comes from affiliates sales
- Sell your product at a loss if necessary to get affiliates and customers on board
- Find a way to make your offer promotable

### **How do you determine if you're going to promote it again?**

- If it's a relationship business, we might take a one time loss but we want it to be able to convert at the highest rate possible.

### **What can sellers do to help you make more sales and get more affiliates?**

- Commission bump
- Knowing your numbers
- Testing the entire funnel for max EPC

### **Biggest difference between top sellers and the rest of the offers**

- Engagement with affiliates and evolved with them
- Promote your own product to your list and keep it on top of the marketplace
- Buy advertising on the affiliate platform banner ads, etc.

# Website Optimization and Testing — 6 Lessons from the Future

*Chris Goward*

Marketing + Scientific Process = Conversion Optimization

Wider Funnel All we do is test high quality websites

Submit is the worst possible word you can use on a landing page.

Test, test, test some more

## **We Always Use 2 Variations**

1. Swing for the fences variation
2. A safer variation

Always have isolations so that you will always learn something

Continuous optimization is far better than website redesigns. If you redesign you may hurt your conversion rate, and not know how. Test slowly with continuous optimization.

## **Optimization tools:**

- Use your brain.
- Use a disciplined process of framework testing
- The most important question you can ask is what question do I ask.

## **How to create a hypothesis:**

Value Proposition if the perceived benefits outweigh the costs you create sales, if it does not you don't.

Overemphasizing security can reduce sales!

Giving people too much choice will reduce action.

Why do your customers buy? You should test that!



Mobile Optimization - must be integrated

What is Mobile - is a state of being, not just a type of device

We have to change the way we think about mobile

We cannot predict human behavior, so you must use testing to create segmentation.

# Proven Tactics to Grow and Scale an Eight Figure Business

*Vincent Fisher & Roland Frasier*

Are you in control of your business?

In order to make good decisions in your business, you need to know the numbers in your business.

**Breakage report** - lots of refunds? You need to improve your product

**Inventory report** - sales down / extra inventory? Cash flow problem

**Cash flow report** - sales the same / less cash on hand? Need more info

**Customer Acquisition Report** - revenue doesn't go up as you spend? Ads aren't working

**Indirect Expense Report** - revenue the same / indirect expenses go up? Hiring without making more money

**Affiliate Report** - Sales the same / affiliate payouts up? This is a good report

Do you have the right people on your team?

You need to stop doing the things that are not the best use of your time.

Are you going at it alone?

The first hire is the most important.

You can have good people in the wrong places. (Project mindset vs. process mindset)

Solution: ask them - "What do you really like to do?"

Culture always over competence. You can train someone, but you can't overcome someone who is a culture killer.

Do you have people who are passionate about your services?

Be like Disney, Apple and Amazon... not like Time Warner.

Do what you love to do... and hire people who love what they do.

Money follows value.

Processes and Procedures - applies to each area of your business

Awareness of your incompetence only leaves you feeling more inadequate no matter how much you raise your awareness.

The only escape for this trap is to learn to feel comfortable when you are in a subordinate position.

# Secret Selling System 2.0

*Perry Belcher*

## **Brain Chemicals**

1. Dopamine (good feeling)
2. Oxytocin (good feeling)
3. Serotonin (good feeling)
4. Endorphin (good / bad feelings)
5. Cortisol (bad feeling)

## **How You Make Decisions**

- Human - the thinking brain
- Mammal - the feeling brain
- Reptile - Survival Instinct

## **Reproduction**

- Snakes can't think - they can only do - they can only react (Reptilian brain)
- It says, "You must reproduce."
- It says, "You must survive and eat."
- It also makes the snake aggressive if threatened.
- It also controls involuntary functions.

## **Snakes vs. Dogs**

- Dog has a mammalian brain.
- It feels desire - it can want something.
- It feels status - alpha dog in every pack.
- It feels togetherness - have personality.
- It feels pain.
- It feels disappointment.

## **Apes vs. Humans**

- They cannot use logic.
- They can't do math or read.
- They can't speak or interpret sound.
- They don't have the balance and skills we have.
- They can't interpret / create music.
- They can't interpret / create art.

Humans - 95% of decisions are made with feelings and instinct

That means our sales letters should not focus on logic / thinking.

The human brain can say, "NO." We control the planet because we can control urges.... sometimes.

Logic - we can predict what is going to happen in a situation.

## **Dopamine**

Dopamine triggers the anticipation of a need being met or a desire being fulfilled or mystery of new (lasts 2 minutes) - (similar to cocaine - happy, happy, happy)

Dopamine is the reason people buy your product and don't use it. As long as they haven't digested it / read it / made decisions... they can still anticipate a desire being fulfilled... and that gives them a happy feeling. If they start, they have a chance of failure.

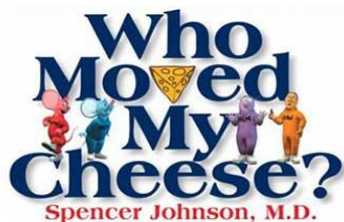
Dopamine is why they have concert delays & opening acts - to build anticipation  
Political debate answers - they delay before they answer to get you on the edge of your seats (Clinton is a pro at this).

Slot machines and casino games - all based on dopamine - that's why the numbers spin before you find out if you won or not. Release of dopamine each time you pull the lever or push the button.

New purchases - the anticipation triggers dopamine

Dopamine levels drop just BEFORE orgasm - once you realize it's about to happen, the dopamine crashes.

Resource: [Who Moved My Cheese?](#)



## Oxytocin

Oxytocin triggers feeling of safety, belonging, trust, alliance, love and childbirth (lasts 6 minutes)

Happens at live gatherings like T&C 2015 (in a herd of people where you belong)

Family, friends and holiday gatherings - togetherness

Associations, clubs, special interests (alliances - we want to be a part of something bigger than us)

Marriage, children and cigarettes

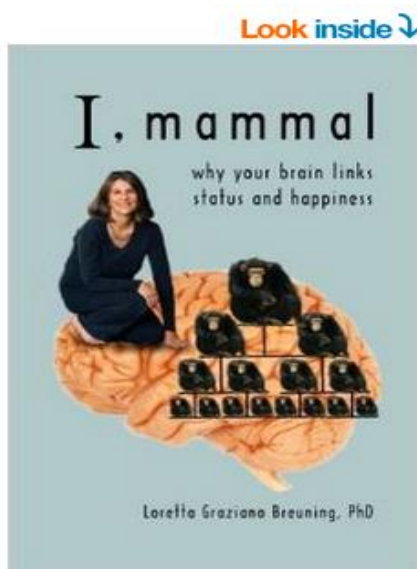
Biggest release of oxytocin - human touch

Social media gives people a surrogate sense of belonging (oxytocin).

Why this works - when you're in a herd, you're not alone, and you are safe (zebras, wolves, etc.)

Just because you're in business FOR yourself, doesn't mean you have to be in business BY yourself.

Resource Book: [I, Mammal](#) (why your brain links status and happiness)



## **Serotonin**

Serotonin triggers the feeling of superiority, elevates status, winning, recognition, importance, respect (lasts 24 hours)

More powerful than oxytocin.

Certificates, awards, medals, ribbons

Cars, homes, clothing, and jewelry - Some rich people move to Orange County for serotonin, but they lack oxytocin.

Wicked Smart, War Room, Lamplighter, VIP

Marriage and Children

Napoleon - *"Men will risk their lives, even die, for a piece of colored ribbon."*

Starbucks, Apple, Gucci (black purse is \$6k, purple purse is \$11k - limited edition)

## **Endorphins**

Endorphins trigger the feeling of being ALIVE! (Lasts 4 hours)

Physical pain or adrenaline release (fight or flight)

People take risks to feel alive.

Laughter, crying, anger (movies / music can release endorphins)

Muscle fatigue, exercise, massage

Bright lights, loud music, art

Memories of all of the above (this can be used in sales letters)

## **Cortisol**

Cortisol triggers the anticipation of harm (lasts up to 3 years)

Strongest trigger - separation of mother and child

Infant chimpanzees abandoned by their mothers have cortisol in their bodies for 3 years.

Separation from a spouse or cheating

Betrayal

Loss of status in employment / getting fired

Social isolation / silence (Wilson volleyball created to keep him alive)

Being lied to

Solitary confinement

Worrying triggers cortisol.

It increases weight, slows down the ability of the body to heal.

An overdose of cortisol can kill you.

Resource Movie: *Up in the Air*





## Example of Using Brain Chemicals in Marketing: Credit card knife

### Before:

Get the credit card knife (Dopamine) when you join the \_\_\_\_\_ association (Oxytocin) now.

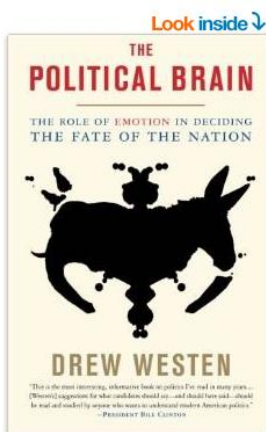
### Now:

Credit card knife for shipping only. (Dopamine)

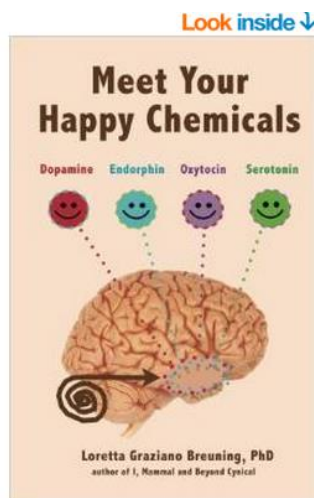
**Upsell:** better knife free when you join association. (Dopamine / Oxytocin)

**Upsell:** Certification (Dopamine / Oxytocin)

Resource Book: [The Political Brain](#)



Resource Book: [Meet Your Happy Chemicals](#) (why we behave the way we do)



# Building To Scale: How \$100,000,000 Companies Happen

*Ryan Deiss & Roland Frasier*

## **7 Factors of a 9 Figure Business - Building to Scale**

These factors can bring any business to the next level.

### **1. Vision and Mission**

Use measurable goals.

You should feel inspired by your mission statement.

If written correctly, it will keep you on track.

### **2. Forecast and Plan**

You need to know your numbers on as close to a real-time basis as possible.

Write out the months across the top of a piece of paper / spreadsheet.

Run rate - how much you make one month... forecasted 11 more months ahead.

Make a goal to double your income each month.

Write your current income under the first month (January).

Write double that amount on the 12 month (December).

This will cause you to think and plan. What products / promotions can I do?

If you know you do certain promotions in certain months, make plans to add something in the empty months.

Three Ways to Grow a Business (Jay Abraham)

1. Get more customers. (acquisition)
2. Get the customers you have to buy more often. (activation)

### 3. Increase your prices. (monetization)

Make your slow months about customer acquisition.

Follow the customer acquisition months with monetization months.

Mail monetization offers the 1st week of the month because people just got paid.

2nd week - activation

3rd week - acquisition

4th week - indoctrination for next monetization offer

### **3. World Class Team**

Do what you do best.

Hire out the rest.

You need one leader - not a partnership.

Under the leader, you can have these roles.

Products - serve the customer

Projects - serve the company

Promos - serves the company / checked by projects team

As you grow, you can get certified partners to help bring more products.

### **4. Access to Capital**

Crowdfunding - raising small amounts of capital while creating a buzz

Business Loans / Investment Loans

Make relationships with financial people by joining ACG chapter.

## 5. Form Strategic Relationships

This is the fastest way to grow.

Identify the things you need in your business that might be hard to get.  
Make a relationship with companies that already have those things.

Digital Marketer example:

Customers - [Clickbank](#), [LeadPages](#), [Infusionsoft](#)

Indirect competitors: anyone in your market who is selling to the same people as you, but with a different end result.

## 6. Borderless

How can you duplicate your model and expand into different areas?

Repurpose content that you already have in other languages - license to other companies.

## 7. Systemize Everything

- Email templates
- Product launch templates
- Have execution plans for things that are repeated.
- Have more than one person that knows how to do things.
- Systemize and pass the knowledge down.

# Wicked Smart Panel

## **Keith Krance - Dominate Web Media**

How Richard Simmons teaches us to run profitable Facebook ads

1 Secret to Infomercial Success - story-based testimonials

Now - Use Facebook testimonial videos

Immediate Positive ROI Direct to Amazon Product Page

Improves your Amazon rankings from page 4 to page 1

“Today, I No Longer Have Osteoporosis” - (benefit driven quote)

Testimonial Video (authentic / not too polished)

“Get \_\_\_ here, just like Ann did: YOUR LINK”

## **3 Big Tips**

1. You MUST make a personal connection. (engineer processes)
2. Strike while the iron's hot when getting testimonials. (authentic) - Pro Tip: Send them a selfie stick.
3. You have to implement it to learn it.

## **Babak - Beach Body**

### Lessons from Scaling to \$1 Billion

1. Low-hanging fruit -Use account updater when recharges are declined
2. Customer LTV (lifetime value) - Have upsells - they don't have to be your own products
3. Amazon - if you have a physical product, you HAVE to get it on Amazon
4. From Good to Great - measure everything and have someone accountable
5. Operations Personnel - Why "that person" hasn't appeared just yet... you're hanging out with people like you. Go to traditional business events.
6. TV is still relevant - cheaper than you think - creative made specifically for the TV format
7. [Nootropics](#) - just look it up - legal Adderall

## **Gary Henderson - FB Ads**

### **Idea 1: Wheel of Engagement**

Get people who like you on FB to also follow you on Pinterest, Twitter, etc.

### **Idea 2: Lead Magnet Recapture**

Drop a pixel on people who go to a webinar sign up page, but don't register. Don't throw away that traffic -Send them an ad for a lead magnet instead.

### **Idea 3: YouTube Video Retargeting**

If they don't get the lead magnet, retarget them to a YouTube video. In the video, tell them to go opt in and drop the link.

### **Idea 4: Advanced Tracking for Facebook Ads**

Track which Facebook interests convert the best with UTM tracking. Learn how here: [interactivitydigital.com/advanced-fb-tracking](http://interactivitydigital.com/advanced-fb-tracking)

Compression Funnel - increase registration by 73% and average attendance by 64%  
Highest attendance rate is MUCH higher for people who registered right before webinar.  
Don't mail too far out.

## **5 Laws of High Conversion**

1. No "free training" when selling
2. Schedule 3 PM AND 8 PM
3. Remind WHOLE list 15 minutes prior, not just people who registered
4. Use the player your list is used to (Goto, Stealth)
5. Urgency and REAL close

## Neil Patel - Crazy Egg

1. Increase money from recurring subscriptions by 6-7% (Use Visa / MC Updater - they will give you the updated information when a payment doesn't go through - [CyberSource.com](http://CyberSource.com))
2. Get 20% more SEO traffic - international traffic - translate your blog posts into multiple languages. Do Automatically with plugin called [TransPosh](#). Download from their website, not the WP plugin directory.
3. In Google webmaster tools, you see the words you rank for. Type in the top words. Scroll down and grab the 8 related keywords. Add those related words into the original, ranked post... and it will get a traffic boost.



## Dave Lavinsky - Guiding Metrics

### How to Triple Your Email Sales

Look at your 5 emails that generated the most revenue

Look at your 5 emails that generated the highest opens / clicks

**Do more like these.**

Look at your 5 emails that generated the least revenue

Look at your 5 emails that generated the highest unsubscribe

**Do fewer like these.**

### How to Contact Your Ideal Client

Type their website into [BuiltWith.com](http://BuiltWith.com)

- Find any website using infusionsoft, using WP, etc.
- Can search by keyword, technology, geography, etc.

### How to find their contact info:

Resource: [Data.com](http://Data.com)

This will give you the names in the company

Resource: [Toofr.com](http://Toofr.com)

This will search your names and find their email address.

Resource: [SellHack.com](http://SellHack.com)

Contact them via email.

Resource: [Yesware.com](http://Yesware.com)

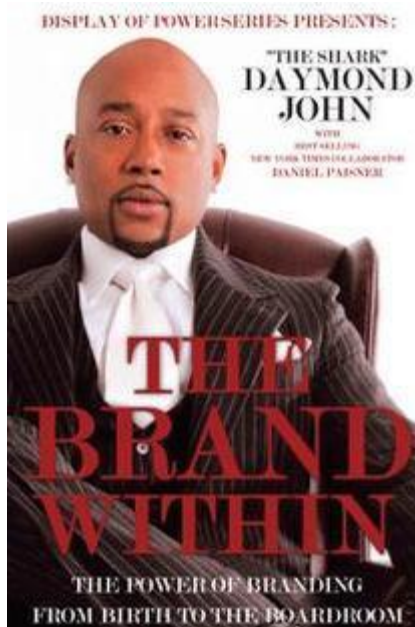
Tips:

1. Send 3 emails
2. Test value proposition

# Daymond John

Created FUBU - for us by us

Book: [The Brand Within](#)



Daymond was attracted to the hip hop movement.

Timberland CEO made a comment - "We don't sell our boots to drug dealers."

When he heard that, Daymond started FUBU with 9 shirts while working at Red Lobster.

He and his mom cleared the furniture out of their living room and set up sewing machines.

He was turned down for funding by 27 banks.

To get the start up money, his mom wrote an ad in the newspaper that said, "Million Dollars in Orders - Need Financing"

Contacted by loan sharks.... and Samsung Textile, who funded the venture.

Then he started representing celebrities in exchange for them wearing his clothing.

Then he was contacted by Mark Brunell (the Voice) to be on The Shark Tank.

### **Tips from Daymond John:**

Celebrity brands are more valuable if they are transparent and authentic.

Sell physical products for a specific audience... and make something unique about them.

Associate contact: maurey@sharkbranding.com

Idea: Branded Monopoly board by niche

You need the media and / or the audience before you create a product.

Identify your market.

You are not making anything new - just a new form of delivery.

Position it so that people are buying an experience.

- Solve a problem fast
- Luxury
- Inexpensive
- Rare

### **What Does an Exceptional Pitch Look Like?**

Person with high energy - feel a connection - no red flags - product needs to resonate - be able to understand at right away - scalability

Story: Daymond was once approached by someone who wanted to be a rapper.

The kid already had a VERY nice car.

The money wasn't from rapping.

Each Monday, he made a shirt design on Instagram. He took pre-orders 2 days only.

On Wednesday, he printed whoever many sold, and never made any more.

He repeated the same thing each week, and profited more than \$100k that year.

Different is better than better.