

# Getting Everything You Can Out Of All That's Hot — Online!

(Seven High Performing Ways To Drive  
More Profits, Positioning, And Possibility  
From Digital and Social Media)

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## Introduction from Jay Abraham

This printed edition is a work in progress...

About the author and my collaboration.

Rich Schefren is one of the preeminent authorities in the world of digital marketing and social media. He produces monthly research interviews and analyses on current trends and what methodology is outperforming everything else online.

In the original edition of *Getting Everything You Can Out Of All You've Got*, I turned to a (then) top husband and wife team to supply the (then) most current thinking on the internet.

We are finishing the second edition and what follows are seven of the most recent and expansive private interviews Rich did with recognized top experts in each aspect of digital marketing we cover.

I'm hard at work adding my own interpretative thoughts to the end of each interview. These will all appear in the new edition coming out in early fall.

Right now I wanted you to have a first edition version but felt the online segment was outdated. Thus I've included this prepublication collection to fill in that gap.

All the knowledge presented here is ultra-current. When the new edition of "Getting" is ready, I'll replace this with an advanced copy.

Right now enjoy the spectrum of innovative thinking Rich Schefren presents here.

To connect with Rich go to: [mail@strategicprofits.com](mailto:mail@strategicprofits.com)



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# *Interview ONE*

*Tim Burd*

## *Bump Your Conversion Rates Up To 400% With “Set It And Forget It” Split-Testing Software*

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### **Introduction**

Most online business owners avoid A/B and multivariate testing because it's time consuming, requires constant maintenance, and it's hard to know when a test becomes statistically significant.

But Tim Burd – the Founder of Ad Leaks – discovered that by using Visual Website Optimizer's easy-to-use interface for marketing tests, you can get results in less time while boosting conversion rates as much as 400%.

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### **Rich Schefren**

Tim Burd runs a well-known Facebook mastermind group called AdLeaks. I've been a subscriber for several years. He also runs the largest Facebook group for media buyers with over a quarter of a million people. He added a vault to AdLeaks with some of the best courses on traffic generation included in the membership. A lot of our contributors here on Steal Our Winners on the media buying side are members of AdLeaks as well.

He's the top in the game of media buying and movers of traffic.

He's well-known in media buying, internet marketing, traffic and is the founder of AdLeaks. We are going to be talking about multi-variant testing.

### **Tim Burd**

I appreciate you, Steal Our Winners, and all the content you have.

I've launched [Founder's Mastermind](#) with Maxwell that is more business owner-focused. We talk about other traffic methods, raising capital, going public tax strategies, and everything else a business owner would want to know.

You get two masterminds a year and one retreat.

What I'll talk about today is multi-variate testing. You might've heard of it before. You might already maybe be doing some A/B testing or have at least heard of A/B testing. A/B testing is where you test headlines on your landing page, and you see which one does better. Or sometimes, A/B testing is two massively different landing pages to see which one does better. A/B testing is good and certainly better than doing nothing and praying for conversions.

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### *Tim Burd*

Multi-variate testing, on the other hand, is where you test many things at the same time. You could try multiple different headlines simultaneously, various images, videos, or whatever is, on your landing page. Even multiple button colors, button texts and move things around.

Its what I found makes the most significant difference.

Because it's not just that one little headline that makes the difference or that little button, it's the combination of this headline with that image, with that button color, with that text, with that subheader, call to action, and form color. It's the combination of elements that elevate your conversion rate. I use a tool called a Visual Website Optimizer, [VWO](#).

With VWO, I can typically get anywhere from a 50 to 100% improvement in my conversion ratio consistently. That's the average, but sometimes you get much higher than that, like 300-400% improvement. If you're paying \$80 a sale and you get a 400% improvement, you're down to something like \$20 bucks a deal. That's a massive improvement in conversion rate, cost per sale, and ultimately, profit.

I'm going to show you exactly how to do it.

#### **Rich Schefren**

I want to add that Tim shared this strategy at the Maxwell Finn mastermind because I've done many split tests in my life. Generally, I did a lot of A/B split testing and have been familiar with multi-variant testing. When I was introduced to it over a decade ago, it seemed complicated. There weren't these plug-and-play visual optimizers to select an element on the page and change it.

At Agora, I've been pushing them to go multi-variant ever since watching Tim's presentation because I know that there won't be people on top of it all the time. This way, you can set up multi-variant tests, and it doesn't matter if someone's not checking it every day, as long as it's set to auto-optimize and remove the losers. We can go several weeks and improve the performance throughout that time without doing anything daily.

#### **Tim Burd**

It does make your landing pages last a lot longer and cut down on how much you have to check-in and optimize. It saves a boatload of time and money in many ways.

Multivariate testing works on literally anything. It doesn't matter if you're doing e-commerce or lead generation, selling a product, or affiliate offers.

It doesn't matter if they're squeeze pages or presale pages, advertorials, or landing pages; as long as you can throw JavaScript on the page—like a pixel—which you pretty much can everywhere, then you can use MVT.

# *Interview ONE*

## *Tim Burd*

Technically, it works with any kind of traffic. The only type of traffic I'd say that doesn't work well is cheap traffic. Google ad words, Facebook ads, YouTube traffic, email display, native ads, etc., pretty much everything is worth testing with multi-variate. The only time I would recommend not using multivariate is if you're buying cheap penny clicks from somewhere where they're not very high quality. That's because VWO and most of these companies charge you.

Your monthly fee is based on how many unique visitors you get per month. You'd instead maximize a \$3 click that you paid \$3 for than someone you spent a cent for. So, maximize your best traffic first.

There are a few leading platforms.

There are more, but these two, VWO and Optimizely, stand out. VWO is much more affordable. I liked VWO over Optimizely because it gave me a lot more control over pausing specific combinations, whereas Optimizely didn't let me do that. For example, suppose I had one headline performing very well with a particular video but very poorly with a different video. In that case, I could not turn off the one with the bad video. I just had to lower that headline in general, weight-wise, so it didn't show as much. But then it would hurt my variations where it was doing well. So, that was a deal-breaker for me. Rich, I haven't used the Google Optimizer platform lately. Can you pause specific combinations?

### **Rich Schefren**

I'm not sure. I do know that you only get a certain number of variants for free: up to 18, or something like that.

### **Tim Burd**

What things can you test on your landing page with VWO? You can test pretty much anything on your landing page with VWO—any logos, any images. You can test different videos to see which one converts better, even different fonts. The text is a huge one. This could be your headline, call to action, and even entire paragraphs.

If you do advertorials, you can try full different articles on the page. It's great. You can also try different colors anywhere—the background, call to action buttons, form, you name it.

This kind of stuff makes a big difference. You can also test element placement, which means you can move things around the page without getting your coder to do it. You can pretty much test anything. The biggest hurdle I see when people are interested in multivariate testing is that they think it's complicated. It sounds complicated, but it's easy. And when you see that, you'll wonder why you haven't done it sooner.

Step one, once you log into your VWO account, you're going to grab your smart code. This would be your pixel, and all you have to do is place it on every page of your website that you want to test. You can include it on your conversion page—like your thank you page—so that

## *Interview ONE*

### *Tim Burd*

you can track conversions in VWO and see which combinations are performing best. Just paste the pixel on there. It's just as easy as placing a Facebook pixel.

I use this myself for pretty much everything—my website, e-commerce, client websites for lead generation, skincare, subscription boxes, solar leads, you name it.

September 8th, 2013 was the first test I set up for student loan leads, and VWO has gotten much better over the years. I would consider this one of my secret weapons. Without VWO, I would not have been able to be profitable on so many campaigns. It's the difference between break-even and a 100% ROI; it's the difference between losing money and a 100% of ROI. It's unbelievable. For a quick little setup here, I'll use my join AdLeaks lander. So, go to the multivariate section and click "Create" on the top right, then click "Advanced." Then change it to "URL matches pattern."

Just put whatever your landing page URL is and put an asterisk at the end. The reason for that is, if there is some sort of a Google click ID, like a GCL ID, Facebook click ID, UTM parameters, or anything that comes after URL, and you don't do this "URL matches pattern," the test won't run. This is like a wild card, this asterisk. It means anything that comes after joining AdLeaks is something we're going to test. Now, for example, let's say you only wanted to use this for your Google traffic, not Facebook traffic.

You could do a "UTM source equals Google" or whatever you have in the URL. This test would only run on Google traffic. I will typically run it on all traffic, but if you have any cheap traffic coming to your lander, you would want to exclude that traffic. Next, type in the URL, the lander, or to preview and pull into the editor. You don't need the asterisk here. Click "more options" and "enable campaign" for a specific visitor group. As Rich alluded to just a few moments ago, this part is essential. I always set it up with desktop first, then go through a quick test.

We'll clone it and make the other one for mobile and tablet. This is because certain headlines, images, etc., will do very well on desktop but bad on mobile. If you don't separate your tests, you could be using your worst one on desktop but your best one on mobile. If you wonder why your overall test is not going the way you want, it may be because you're not pausing the worst things; you're pausing stuff that is helping you in some ways. It works correctly if you just separate the test. I learned this the hard way.

Go to "desktop" and click "next"—it'll take a second to pull in your lander. It will pull in all of the VWO tools; the little graphic user interface. These little boxes show up, and this is where we can test. To give you an example of things you can do, try changing the image. Ensure that the photo you choose to replace the original image with is the same size as the original image. You don't want to mess up your landing page layout or your CSS style sheet.

Let's say we want to change the headline. Just click it and "Edit Element" or "Edit HTML." Either one works.

# *Interview ONE*

*Tim Burd*

When you're selecting things that have more HTML in them, then you'd want to edit HTML so you can change whatever you want. The box you highlight is the code that you're going to edit.

Be sure to rename the sections in a way that makes sense to you.

It doesn't matter what you name it, as long as it makes sense to you because you're going to be looking at reports, and generic names like “section two” or “variation three” will be meaningless to you. Make sure you know what's in the reports. So, rename your header text with the actual header or a condensed version of it.

And don't try just one, right? With the “+” button, another one pops up. Click it, edit HTML, and try another one. Rename it for your reporting. You can try different buttons that say “sign up now” or “get started today.”

You'll have nine combinations to test if you try three header text and three call to action buttons. Depending on traffic and conversions per day, you don't want to do too many or few combinations. Usually, I'd say the sweet spot for most people is going to be around 15 combinations. If you're spending a boatload of money and your conversions don't cost that much—meaning you get a lot of data per day—then you can go into the 30+ combination range.

You could try all kinds of combinations, from removing FAQs, entire sections, top navigation, or other traffic leaks.

Ensure you test the most important things, like the header, call to action, and button colors.

That's going to be the most important stuff to start. Once you've nailed that down, then you hardcode the winners in and begin testing stuff that's further down the page. It's not as crucial to your conversion rate but will still make a difference for the next time.

When you're done setting up the test, provide your goal, whether it's page visits, clicking on an element, or tracking revenue through a thank you page.

If you're using Shopify, it would be something like that. It's a thank you, underscored, so whatever is in the URL of your thank you page is what you want to put with an asterisk before and after it. No matter where, as long as “thank you” is in the URL, it will count as a conversion in VWO.

Name your campaigns and specify if it's for desktop or mobile-only. If this is your landing page, I recommend you put your test at 100%, meaning every single click that comes in goes to one of the variations. If this is a client page or some other situation, maybe put it to 50%, and

## *Interview ONE*

*Tim Burd*

then only half the clicks that come in will go to the test. The other half of the clicks will go to the original landing page.

You can also hook it on a Google tag manager and analytics and all that stuff.

This next part is vital. A campaign involves multiple domains. Now, if your landing page and your conversion page are on two different domains or even a different subdomain, you need to make sure that you indicate that. Otherwise, the cookies won't work, and they will not track properly. So, make sure you turn on campaigns and multiple domains if you involve various domains.

When you get to this point, don't start it just yet. First, we need to clone it, just like a duplicated campaign. So, go to settings because we want to make one for mobile and tablet. Otherwise, most of our traffic won't get tested. Change the name to mobile and tablet, go to the URL section, scroll down, and click "Mobile and Tablet Traffic."

You just have to have that original VWO code on your landing page, and it handles the rest. Then you can start your two drafts and get them running.

I'd like to share some results:

One was a \$500,000 test. The control was at about 7.61%, and the winner was in the 12% range, which is a pretty significant improvement.

Another \$100,000 test was for a lead gen campaign for class action lawsuit leads. The control was at a 2.7% conversion rate. Not very good. The winner did a 7.64%, and I had many winners in the 6-7% range. That's a 300% improvement. I tested just five main images, the main image on the top of the lander and three different logos. I found that changing the logo helps a lot if your company isn't very well-known.

I have another \$200,000 test where the original, the control, was converting at 1.83%.

They're worth hundreds of dollars per lead for lawsuit leads, so a 2% conversion rate was not too bad. However, a 5.5% conversion rate is much better. All I tested for were background images, actions, four different button texts, and three different header call-to-actions. Just the headline at the top produced a three percent improvement.

Another \$250,000 test was for lawsuit leads, too. The control was 2.94% and the winner 17.7%. That's a 500% improvement.

VWO saved us—saved me—many times. 500% improvement is the difference between Camry money and Ferrari money. Besides the small couple of hundred dollar fee for VWO, you're not paying extra for your clicks. It's not like you have to pay Facebook or Google more for the clicks. You just get to make them make more of an impact on your landing page.

## *Interview ONE*

*Tim Burd*

The profit just goes through the roof. I don't know any other tool or trick out there that can legitimately double and triple your conversion rate within a week or two with minimal effort. There's just nothing else out there that does that. It's like taking your CPA costs from around \$50 bucks down to \$10. That's a thousand percent improvement from your original CPA.

That is unbelievable. Do not tell anyone you're getting 500-1000% ROI on your campaigns because they will do their best to take it from you. If you already have profitable or even unprofitable campaigns, set up a test in as little as 15 to 20 minutes. All you have to do is set it, forget it, and come back to check on it once a week or so for five minutes to disable bad combinations, which you can even automate if you have a programmer. They can connect to their API to do it automatically.

You can't assume you're going to get a 100% boost every time you run a test. After the third or fourth round of testing, you'll likely get decent gains, but not huge.

Make sure you have your best ones running, but don't pause all of them and only leave your best ones. As long as they're close, leave them going because otherwise, your landing page and audience will burn out way faster. This essentially is like having many different landing pages running at the same time.

Again, this takes only 15 to 20 minutes to set up, then you go once a week for five minutes and disable the worst combination or so, and that's pretty much all you have to do!

Once you've got some data, go in and disable a few. Once you've got your winners, make your hardcode is your new control lander. The best image, headline, title, put that all in your lander as hardcoded, then set up a new VWO test and start testing on the page to keep optimizing constantly.

That's how you do multi-variate testing the right way.

Watch or listen to this interview by scanning these QR Codes with your cell phone camera.



WATCH



LISTEN

# *Interview ONE*

*Tim Burd*

## **ACTION GUIDE:**

Bump Your Conversion Rates Up To 400% With “Set It And Forget It” Split-Testing Software

### **PROBLEM**

Most online business owners know they should be split testing to increase page performance. But A/B and multivariate testing is time consuming, requires a lot of maintenance, and it's hard to know when it's statistically significant.

### **SOLUTION**

Use Visual Website Optimizer (VWO) to consistently boost conversion rates with multivariate testing through a user friendly interface. This approach is easy to set up and requires no regular maintenance. Set it, forget it, and watch your ROI's skyrocket.

### **STEPS**

1. Sign up for a VWO account
2. Place your smart pixel
3. Create a new multivariate test
  1. Go to > Advanced
  2. Make sure you select “URL matches pattern”
  3. Add your landing page URL with an asterisk at the end
  4. Enable your campaign for a specific visitor group
  5. Separate your desktop test from your mobile/tablet test
4. Start adding variables by changing elements on your page
5. Once your changes are in place, name your test
6. Track your goals
7. Disable any tests that aren't converting
8. Enjoy higher ROI's

### **BENEFITS**

- Takes 15-20 minutes to set up
- Test multiple variables at once
- Set it and forget it
- Potential to double your conversion rates

## *Interview ONE*

*Tim Burd*

### **CASE STUDY**

Visual Website Optimizer (VWO) is the tool Tim has personally used for nearly a decade to consistently boost conversion rates through user friendly multivariate testing.

Thanks to VWO, Tim has improved landing page conversion rates by up to 400%, and seen ROI's as high as 1000%. Whether you have a campaign that's converted well or is not converting at all, this tool can help you slash your lead cost and at least double your profits with very little effort.

### **SOURCE**

Tim Burd is a serial entrepreneur, digital marketing expert, and renowned speaker. Known as The King of Facebook Ads, he is responsible for some of the world's best courses on traffic generation.

Tim's newest project, Founders Mastermind, is an exclusive community of online entrepreneurs where members share support, perspective, and collaborative growth. To apply to be a Founders Mastermind member, visit <https://foundersmastermind.com/>.

## *Interview TWO*

### *Fernando Cruz*

#### *How To Get 50% Open Rates When Sending Over A Million Emails Per Day*

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##### **Introduction**

With ever-advancing inbox filters that aggressively label emails as “spam” or “promotions,” sales from email marketing are suffering.

But Fernando Cruz – dubbed the “The Best Marketer at Agora” and responsible for emailing over a million people per day – discovered that by segmenting his list into specific “buckets,” he could get a 55% open rate on a list of 315,000 people and boost deliverability up to 98%.

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##### **Rich Schefren**

Hey everyone. Welcome to another segment of Steal Our Winners. I have worked for over a year to get you today’s interview. And why? Because the man that is on the other side of the screen right now, besides being a close friend of mine, is also literally – and I’m not being hyperbolic, this is a true fact – the best marketer in all of Agora. If we were to ask anyone who works at Agora who the best marketer is, they will all have the same answer: Fernando Cruz. And so, today it’s Fernando Cruz on the other side of the screen.

When I asked him what we were going to cover today, he said we’re going to cover the one single thing that’s been the biggest game-changer for Legacy. To give you a sense, when Fernando came into Legacy, I think they were under \$100 million. And now they are on their way to passing \$400 million. And really, Fernando will share the credit with the rest of his management team. I’m sure that there is some truth to that, but this is the marketing chops behind that engine. It is the fastest-growing engine in Agora, and he is the best marketer in Agora. So I’m just excited to finally be able to bring THE Fernando Cruz to Steal Our Winners.

Fernando, I am happy that you’re here.

##### **Fernando Cruz**

It can only go downhill from here after that intro, man. How’s it going?

##### **Rich Schefren**

Very good my friend. Very good. So what are we covering today?

##### **Fernando Cruz**

So, I have what I think has been the biggest game-changer. I mean, when I first got to Legacy, it was much smaller. Just the marketing team alone was probably around 9 or 10 people. Today,

## *Interview TWO*

### *Fernando Cruz*

that number is close to 60, so it's ballooned for sure. And the top-line revenue was I would say nowhere near 100 million. It was a lot smaller. Yet today it's in the hundreds of millions.

#### **Rich Schefren**

It's interesting that you say that they have 60 on the marketing team today because even 60 seems like very few when you take the total revenue that the company is doing and divide it. You're talking about many millions per employee in marketing.

#### **Fernando Cruz**

That's only 60 in marketing overall.

#### **Rich Schefren**

It's those 60 in marketing that are responsible for making all that happen, which is pretty impressive.

#### **Fernando Cruz**

And on the marketing side, we have separate copy and marketing. So actually both of these teams have grown tremendously. Here's the thing, and I think you and I could agree on this: it doesn't matter how great your messages are, right? If it's not being heard by someone...I mean, you could get the best copywriter in the world to write you the greatest sales letter in the world. But if you don't have an audience, a list, or a way to communicate that message, it doesn't really matter. And vice versa. You could have the biggest audience in the world with really poorly done messaging and copy. Which will also fail. So you do need both sides.

When I thought about Steal Our Winners – and I've been thinking about this for some time, because I knew I was going to come on here with you – I wanted to make sure that I had a lot of tactical stuff that I could give you. So as a matter of fact, I've got a little list here of tactical things that we can do based on what truly moves the needle and what truly did move the needle for us. That's what I have here today, because I think we could get into some tactics on abandoned carts, order forms, lifting your average cart...

I've got some stuff in there that can help, but this single thing here that I'd like to discuss today will improve anyone's business. I don't care if you're just starting out or if you have a \$100 million business, this strategy will work regardless. Now, the smaller you are, the easier it's going to be to implement this. The bigger you are, the harder it's going to be, but it's still 100% worth it. So that's what I brought with me today. And the discussion could go down any path once I share it, because it's a pretty simple concept, but it's much harder to implement. So just a fair warning.

#### **Rich Schefren**

I'm all ears. With the way you set it up, I just want to shut up and hear it.

#### **Fernando Cruz**

## *Interview TWO*

### *Fernando Cruz*

So here it is. This is me speaking to my direct response background, especially when I first started doing direct response...but if I were to ask you, Rich, what the number one most important thing for your businesses is – like if you had one competitive advantage – what would that be?

#### **Rich Schefren**

A starving crowd...but I would say today – and tell me if you disagree – really the company that has the highest customer value has the tools to dominate whether they will or not. That's the question mark. So if I had to pick something, that would be the thing probably.

#### **Fernando Cruz**

Yeah. I mean, customer value could only go up if you have that hungry crowd. Because otherwise, how do you extract more value if they're not hungry for what you have? So, I think intuitively that most people, marketers, and business owners can agree that yes, you do want the starving crowd – AKA a list. What happens is most people think of their list as this number “oh, I've got 100,000 names, I've got 200,000 names, I've got 10,000 names, a million names.” Then it becomes this vanity metric that honestly really doesn't matter. What *does* matter is who's engaged – like who's actually opening your segment. What I believe is this is far more crucial now than ever before.

A lot of people are concerned with regulatory risks like the FTC or, in our case, the SCC. And you do have to concern yourself with that. Another concern, especially for a lot of online marketers, is Facebook bans. Which again, is all very real, as you pointed out during your launch with them shutting you down. But what a lot of people don't realize or see is that the true weakness is either outright banning or shadow banning by your email provider. Like you'll send that email and you'll wonder, “Okay, why is my inbox placement getting lower? Why are my opens going lower?” And on and on.

#### **Rich Schefren**

It's not the email provider on your side, it's the ESPs on the other side. Or is it *your* email provider?

#### **Fernando Cruz**

It could be both, but it starts from the email providers on the other side. If they're getting complaints and stuff like that, it doesn't matter if you're using MailChimp, Aweber, or Infusionsoft. We happen to be using Salesforce and Exact Target, but the platform is whatever. The first thing is on the technical side as you want clean IP addresses. For anyone who could afford it, I'd say get yourself on dedicated IP addresses. I know the cost is more, but frankly, the cost is negligible. I mean, the increase that you'll get in inbox placement as well as opens and such makes it completely worth it for you to just be on your own IP addresses.

The next thing is what was the game-changer for us. We've segmented our list *not* by interest like you hear a lot about. So we don't do the whole “Oh, segment your list based on interest and what they're opening this, and then send them more of that.”

## *Interview TWO*

### *Fernando Cruz*

What we found instead with all our testing – and by the way, this is years and years and hundreds of millions, or even billions, of emails in the making...I mean, there's probably two and a half to three million people subscribed to our e-letters and we email daily or multiple times per day, to give you an idea – is that our revenue barely moved when we segmented this way.

And you might say to yourself, "Well, wait a second. Why not?" And so for us, segmenting by interest didn't really move the needle because, at any given time, we have a campaign that's really working. And no matter who you send that promotion to, it's going to convert. A lot of times, if you have it segmented by interest, you might say "Well, let me not send it because it's not really their thing." But that's false. When you have a winning package of winning promos, you've got to send that thing to as many people as possible.

And if you see me looking off to the side here, I'm just looking for some numbers on how many emails we've tested to come to this realization. So just this last month, we sent out 200,451,308 emails.

#### **Rich Schefren**

So easily in the billions in total...

#### **Fernando Cruz**

It is. And so what if I told you that we have a particular segment of the list with 872,000 people. What would you say is an open rate for a list of that size?

#### **Rich Schefren**

I have no idea, but I would say if you're over 10%, you're doing amazing.

#### **Fernando Cruz**

That particular list of 872,000 is at an open rate of 42%.

#### **Rich Schefren**

I just want to say I have a thought on why this is. Because as soon as you started talking, I was thinking about what emails I open all the time. Whose emails and why? And so I'm just gonna put this here and then let's see. I might be totally wrong, which is totally fine. We can talk about why I might think this, but I'm going to be quiet for now.

#### **Fernando Cruz**

Alright. So think about that 42% open rate on that segment of 872,000 people.

#### **Rich Schefren**

Okay. That's pretty amazing.

#### **Fernando Cruz**

## *Interview TWO*

### *Fernando Cruz*

This other segment is 315,000 people and opens at 55%. Now you may remember that we sent out over 200 million emails in January. I don't have the exact averages here, but that's an example.

#### **Rich Schefren**

Either way, it's very high. Obviously those two numbers on their own are pushing the average.

#### **Fernando Cruz**

Here's how we achieved these numbers: we segment our file, not by interests, but by engagement. What I mean by that is people opening and clicking. It doesn't matter what they opened and what they clicked. We were just interested in frequency. All we wanted to know was if they opened or clicked. This was all we wanted to know because the theory at the time was if inbox placement and getting into the inbox and getting the email open was just a function of having the email delivered by Gmail. So then we want to signal to Google and to the big ESPs out there that "Hey, this mailer sends stuff that people open."

And what we did was we set up buckets. I'm going to show you them and hopefully folks write this down.

#### **Rich Schefren**

My answer is completely wrong, by the way. We don't have to worry about it. What I wrote.

#### **Fernando Cruz**

I'm curious about what we were thinking.

#### **Rich Schefren**

What I wrote was curated emails since I've seen more and more of them. Like Morning Brew, Digital Marketer. Just scalable. I find that I opened those a lot more frequently. Russell did one with funnel authority too.

#### **Fernando Cruz**

We do that as well. That's one of our emails in the sequence.

#### **Rich Schefren**

Does that get a higher open rate in general? Does that get a more loyal subscriber base?

#### **Fernando Cruz**

I can't tell you for sure, but I can look that up. I know that the audience loves it because we send out way too much. I mean, we send out a lot of content. And if you're subscribed to a bunch of our services, there's no possible way that you're reading all of it. So curated is the solution.

Do you want to hear what's funny? Today, we had a big meeting with the management team to discuss some tools that we're implementing specifically for curated emails. You're not way off, but the thing is that when it comes to getting email delivered...all these ESPs – Gmail, Yahoo, all

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### *Fernando Cruz*

these big services that are your email provider and the receiving one – care about is that the emails you're sending are being opened.

So when someone new comes onto our file, we put them on a journey with an autoresponder sequence. The only thing they get is whatever is in that autoresponder. We don't send them any of our stuff because the whole point of those initial 10 days is just to get them to open everything.

And then what happens is this: let's say they click. That now moves the person to what we call our daily bucket. If you're in the daily bucket, it means you're going to be getting emails from us every day. And so this daily bucket is for anyone who has engaged in the last 15 days or is newer than 10 days. So basically, before an email goes out, there's a data extension from Salesforce that says “Okay, give me everyone who has opened or clicked in the last 15 days.”

#### **Rich Schefren**

If they click on a link in those 15 days, it gets reset and the days start counting again? See, we did this strategy years and years ago, but me being the penny pincher kind of entrepreneur I am... the first was 30, 60, 90 days and red, green, yellow, red, or whatever. And I was like, “Well, let's make it 60 days for green.” So not 15 days. I was extending it out, which probably defeated the whole purpose.

#### **Fernando Cruz**

It did. And it actually hurts you because you're sending to people who aren't very engaged. If they're not engaged, the only thing Google cares about is the opens. They want to see people click. They want to see that engagement. They don't care what your content is. And so for our next bucket, if there's only been engagement over the last 16 to 30 days, the subscriber gets 5 emails a week. Which sounds like a lot. So remember, you may need to adjust.

#### **Rich Schefren**

What do you think the amount is for the daily bucket? Are they receiving 20 emails a week? Are they receiving 30? Like best guess, and I'm recognizing this will be a guess.

#### **Fernando Cruz**

I would definitely say 20 plus. Two to three emails a day is probably what they're getting.

#### **Rich Schefren**

You also said just five emails a week for the next bucket after the daily. That's 75% less.

#### **Fernando Cruz**

Correct. Then the next bucket is anyone who has engaged in the last 31 to 45 days. Those folks only get three emails per week from us. Anyone from 46 to 60 days is only once per week.

#### **Rich Schefren**

Do you export them to another server and then hit them daily?

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### *Fernando Cruz*

#### **Fernando Cruz**

No. If they engage, now they get bumped into the daily bucket. So let's say somebody went on vacation for a month and they didn't open any of their emails. So when they get back, they're only going to be getting either three emails or a week or even one email a week.

#### **Rich Schefren**

When do you take them off the list completely?

#### **Fernando Cruz**

So first of all, if anybody unsubscribes, obviously...

#### **Rich Schefren**

Yeah. If I was gone, that doesn't count as clicking on a link.

#### **Fernando Cruz**

Right. Now when they get to 60 days with no engagement, at that point, they might not even be on the list and we're not touching them. If it's been 61 to 120 days since the last engagement, they only get two emails per month. Usually, we throttle the heck out of that particular set. So there's not a lot of emails going out. The great thing about throttling it is that your daily bucket is getting filled. There's a very negligible impact for you sending this twice a month email to that very unengaged list.

#### **Rich Schefren**

This is very helpful for other people that can't throttle like what we did. I messed it up by having these long periods. It was like people were green for 60 days. And if they didn't click on a link, then they went to yellow for another 45 days. And if they didn't click again, then they went to red.

When they went to red for us, we used webhooks for that. So they were migrated from Infusionsoft to Active Campaign and taken off the Infusionsoft list completely. We'd send the same emails from Active Campaign but with a different IP and different everything. And if they ever clicked on a link, they got returned back to the Infusionsoft list.

#### **Fernando Cruz**

We do something very similar because we have several IP addresses that we switch around. By the way, this is totally labor intensive, isn't it? So you could set up some scripts and get some automation behind it, but you still need someone watching it. Because what'll happen is the script won't run on the server one day, and suddenly you've got this big old bucket of people that shouldn't be getting emails.

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At what point do we just say, “Hey, just get rid of them”? I don't know that we ever actually delete them off the system. I think that there's certainly other uses for them. The second thing that you don't want to do is get rid of is the fulfillment of editorial emails, especially. In other words, you don't see the impact of this bucket structure immediately. What happens instead is that over the course of three to six months, your daily emails that are going out are massively opened. Because again, you're hitting the people that open emails and are likely to continue to do so. And that's who you want to put these messages in front of.

What we did is we added two final buckets. These are those buckets that I told you had the crazy open rates, and we call them hyper-engaged. These buckets are for anyone who engaged in the last 24 hours. And now we've created a specific bucket just for anyone who has engaged in the last 24 hours. The people that are opening and clicking emails today and tomorrow will be in this hyper-engaged bucket. We're going to email that hyper-engaged bucket tomorrow with something.

#### **Rich Schefren**

And probably email them first since they're setting the trend for the day, as far as lots of opens.

#### **Fernando Cruz**

Exactly. And by the way, the hyper-engaged get double sent with two emails per day. Like you said, you always start with your most engaged buckets first and then go onto the next one. The next one now, for example, gets an email five times per week: Sunday, Monday, Tuesday, Wednesday, and Thursday. That's it. I think sometimes we kind of rotate the days, but these are generally the days that we find will work well for us. If it's three emails per week, it's like Sunday, Tuesday, and Thursday. When it's two per month, it's the first and third Friday of the month. And when it's once per month, it's the second Friday of the month.

#### **Rich Schefren**

You're not hitting those people in different buckets on the same day. Totally get that. What are you sending those people? Are you sending them a promo? Or are you sending them emails that you think are most likely to get clicked and opened?

#### **Fernando Cruz**

If we have an active promo, the dailies and the double/hyper-engaged are getting promos and other content that's highly clickable. So editorial and marketing are working in tandem so at any given point we know what essays people are reading, what articles people are reading, what promos people are clicking on. So for us, the reason why this works is because we bring in a lot of leads and we also produce a lot of content. But if you only have one product and not that much content, you'll probably want to adjust these buckets to kind of fit your “schedule.”

I will say this: you really do want to try to get on a daily schedule if you can. Because even if it's a digest, some curated content, or anything else, the daily cadence of email is really important in being able to achieve these high open rates and these high inbox placements. The last report that

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### *Fernando Cruz*

I got from Gmail showed that we're getting 98% inbox placement. So it shows our emails are actually getting delivered.

#### **Rich Schefren**

Because I don't have the knowledge...I would assume many of the people in Steal Our Winners don't have any idea of what you were a year or two ago.

#### **Fernando Cruz**

A big team that was always on the email team, because it's the biggest part of the business. It wasn't managed. Getting to 98% was the best we ever got, and that was when everything was working as well as it could. I mean, that's virtually every email getting to the inbox, which is a really big deal. Because as we said before, it doesn't matter how strong your messages are if they're not getting delivered. The hyper-engaged who have engaged in the last 24 hours and will, as I said, get two emails per day.

#### **Rich Schefren**

So anyone that clicked on a link today throughout Legacy is receiving two emails tomorrow.

#### **Fernando Cruz**

That's right. Anyone who has opened two or more different emails is loyal and engaged. So if they open anything from Tika today and they also opened something from Jeff, then they are now in what we call the "loyal engaged" bucket because they're consuming or engaging with content from across our brands.

#### **Rich Schefren**

Real quick on that...a question that popped in my head. Does it have to be emails from that exact day? Or what if they, for example, came back from vacation and then clicked on three different emails from different dates to "catch up"?

#### **Fernando Cruz**

The way we do it is anyone who has opened two or more different emails, from different brands in the last 10 days.

#### **Rich Schefren**

That is the "loyal" bucket.

#### **Fernando Cruz**

Right. And by the way, whether it's 10 days or 15 days or whatever, it's all been trial and error. When we first started this, the daily engaged in that initial bucket, – who have engaged in the last 15 days – we had that at five days. So you said you wanted the biggest bucket, but we don't. What we wanted was the most engaged buckets. Only sending to the most engaged is a fantastic way of warming up and re-establishing those IP addresses, which is especially useful if you've

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### *Fernando Cruz*

had an IP address that has gotten dinged for spam or something. Or if you've just gotten a new IP address and you want to warm it up slowly.

At first, you're not sending to your entire file. You're only sending to those who are really engaged. At first, we only had it at 5 days since engagement when we let it run and saw that our sender and inbox placement scores were okay. So then we stretched that out to 7 days, then 10. So this is what we're doing today, though it may not necessarily be what we do tomorrow because these numbers change.

So those are the buckets we have. We just added the hyper-engaged and the loyal-engaged, so we have a total of nine buckets, or nine segments, if you will. It's a lot of buckets, but it's allowed us to not only keep our inbox placements and get very engaged customers, but also get a much bigger boost in responses when we do send out offers because it's going out first to the customers that're going to get the highest deliverability.

So whatever bucket system you decide to set up, what you want to do is to start your day by sending your emails to your most engaged, and then go down the list. Obviously based on whose day it is (for example, we don't email our 3-times-per-week bucket on Mondays). This one strategy has made our email servers impeccable. As we know, being able to go out and communicate with your audience is the lifeblood of any business.

The other thing that I like about this is that we do a lot of cool little things with it. For example, our hyper-engaged, loyal-engaged, and daily-engaged buckets get the most messages about things like joining our text list or getting push notifications. And what does that do? Well, it gives us another way of reaching out to highly engaged people. This has been almost two years in the making, and I want to say it was right around 2019 when we started really paying attention to this. What we found was that right around the six-month mark, the revenue per email just started going up and up. And it hasn't stopped yet because we keep adding people. By sticking to this format, you're not only getting the hyper-engaged, but the email providers are like, "Hey, this is a really good email sender. We're going to give them priority." So we've gotten past the gatekeepers since Google loves us and can see that there are people on their platform who open our emails. So this has been a huge game-changer for us.

#### **Rich Schefren**

What kind of difference are we talking about financially?

#### **Fernando Cruz**

I'd have to get back to you.

#### **Rich Schefren**

Ballpark it. Obviously, it could be smaller, higher...but better than us guessing on the other side of the screen.

#### **Fernando Cruz**

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### *Fernando Cruz*

I'll put it this way. It used to be that our typical webinar registration would get anywhere from 10,000 to 15,000 people. This is not counting the really big events.

#### **Rich Schefren**

Where you get a quarter of a million people.

#### **Fernando Cruz**

Outside of those, right. We do a lot of webinars, and we do two to three a month. Generally speaking, the copy and the ideas are the same. Of course, there are some topics that have done better...but now, if we get less than 25,000 registrations, we're wondering what happened. We now see 20, 30, 35 thousand people registering. And the only thing that changed was the impact of getting higher inbox placement and more engaged people into those buckets. Because when we were already doing major numbers on lead gen, and we were bringing in tons and tons of names. We're bringing in a lot more now, or rather we've kept that pace. The big change was in how that email got delivered.

#### **Rich Schefren**

Gotcha. So here's something I want to ask because it's very fresh on my mind and you've got the most experience with this. Right now, we're selling Steal Our Winners and we have people who take a dollar trial and then cancel afterwards. And I've just been looking at their accounts and you can kind of tell who's going to cancel because they haven't been opening any of the emails. But now it's like, "Oh my God, they're not opening the emails. They're hurting my reputation at the same time." So we mailed daily, right? What do you think if someone's mailing daily? That's the extent of it. We hardly ever do two emails in a day. We're doing six or seven emails a week. So what would you drop it to next? And would you do the same timeline? Or would you alter it?

#### **Fernando Cruz**

On your engagements?

#### **Rich Schefren**

At Strategic Profits, we mailed daily. That's kind of what we do.

#### **Fernando Cruz**

I think you have to stick to daily, but you want to change who gets it.

#### **Rich Schefren**

Right. So if we're going to start this right, should we start with 15 days? That's where you started. That's where you ended up.

#### **Fernando Cruz**

That's a great question. Between the five and 15 days is where we all could end up then. And it's funny because we've been talking already about changing that again to 20 days. Because of course you want the windows. Cause here's the thing: is a 98% inbox placement really better than, say, 92%? We don't know. I have no idea. All I know is I know we're at 98%, but then the

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### *Fernando Cruz*

question is is that too good? Cause right now you may want to get more aggressive. We're going to test that. I would absolutely start at 15 from the five-day bucket that we had originally.

#### **Rich Schefren**

I'm curious, so let's say we go 15 days, what would you then reduce daily to? If they haven't clicked on something in 15 days, would you then go all the way to once a week?

#### **Fernando Cruz**

Go to five per week. So here's the buckets that I would do: a daily is 15 or fewer days since engagement. 16 or 30 days since engagement gets five emails per week. 31 to 45 days is three emails per week. 40 to 60 days is once per week. 61 to 120 days is twice per month. And emails once per month if they've never engaged. Well, we love a Hail Mary in there.

#### **Rich Schefren**

You're sending them to offers where you're getting paid for an opt-in because that's the only thing that they've ever done?

#### **Fernando Cruz**

That's right.

#### **Rich Schefren**

Since we're just speculating...why do you think it makes such a difference? Is it because emails get through or they don't? In the grand scheme of things, especially with these kinds of big numbers, do you think – and this is the only thing I can think off the top of my head – that it's because when someone new opts in, the likelihood of that email actually not going to the spam folder or elsewhere is because you have such a good reputation? And those people getting it are the most important because their recency is, well, now? I could see it impacting that. I'm just curious how else it impacts it.

#### **Fernando Cruz**

I think the biggest impact is the very gradual and shadow-like degradation in your email reputation that you just don't know about. What happens is you start blaming the copy, you start blaming the marketers, you start blaming all these things. When in actuality, there's just not enough people looking at your emails. It's like the shadow banning that happens on platforms like Facebook.

#### **Rich Schefren**

Do you recommend a service? I remember we used to use a service years ago, but I don't remember the name. It monitors all the email boxes and they give you a seed list of like 120 people. So, Yahoo, Gmail, and everything else, do you use any of those services?

#### **Fernando Cruz**

We've used things like Return Path.

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### *Fernando Cruz*

#### **Rich Schefren**

I would imagine very few people in Steal Our Winners are even monitoring that. So, I'm just curious if there's a preferred provider that monitors that.

#### **Fernando Cruz**

I know Return Path, obviously. We use Exact Target as our email sender. They're premium, so they're gonna get delivered. They have their own internal tools that we work with, but we also monitor using other services as well as list cleaning services. So we don't do any double confirmations. But as emails are coming in, we do put them through lists of cleaning services.

#### **Rich Schefren**

I've never done anything like this or tried just out of curiosity. But what if, in that first email, you offer them some kind of bonus if they hit reply?

#### **Fernando Cruz**

We've done stuff like that for sure. And it works.

#### **Rich Schefren**

What would you say are some of the other email things that you've tried that you think work in addition to this? Or the things that you don't think work.

#### **Fernando Cruz**

So, here's something that works really well. I would recommend this to anyone that has 75,000 or fewer names in your database since it's very manageable. But if your email list gets too large, this may not be as good. So what we do is send out an email that's like a survey but the yes and no links are actually mail-to links that automatically fires up another email and they just have to hit send. Because now you're getting that email response that works really well. The other thing that works really well...at the bottom, we'll put a "rate this email" and there'll be options like excellent, good, this was okay, hated it, I hope you die. But what's cool is updating the percentages. So it'll be like 66% of people said our emails were excellent. 32% said this. 54% said this. And what's interesting about that is people love to give their opinions. So if you tell them like, "Hey, tell us about this email?," that's a response.

So if you're a smaller mailer, I would absolutely tell you to do this because you can manage the responses as they're coming. Once it gets a little too big...I mean, if you have 50,000 people opening your emails, then you probably don't want to mess with tabulating survey responses. But it is a really cool tactic to get responses from people. Even if you have no call to action, even if it's just a message saying, "Hey, I want, I just want to wish you a happy birthday," because let's say that, for whatever reason, people's birthdays are in your things. So even if there is no call-to-action down at the footer, just asking people what they think of this email and getting them to click definitely helps. I've seen it do really well.

#### **Rich Schefren**

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### *Fernando Cruz*

What about spam words? Is that even relevant anymore? Or do you not think it is?

#### **Fernando Cruz**

It still very much is. It's so funny that you say that because for a long time I thought that this was just BS.

#### **Rich Schefren**

I mean, that's my thought. I'm always like if I email you personally, I can put whatever I want and it's not good. But it does have an impact.

#### **Fernando Cruz**

But it does. Here's the thing, the higher your IP reputation, the more....

#### **Rich Schefren**

It doesn't matter, right?

#### **Fernando Cruz**

You can get away with more. That's the other reason why you want to implement this bucket system. Because once your IP reputation gets higher, you could get away with things that your competitors can't, even if you're sending the same email. For example, Rich could give me an email with whatever open rates. But if we send it through our systems, it's going to be much higher because we can get away with things that you can't. And of course by extension, that means your competitors can't either.

#### **Rich Schefren**

I don't know if this is relevant to this conversation or not, but it is email-related. Do you ever take the whole HTML code for the sales letter and just put it into the email for the hyper-responsive list? Because I've seen that be effective. As in, they get the whole sales letter right there.

#### **Fernando Cruz**

Yes, but generally speaking, our copy is too long. So it's a 70-page email. But what we've done, especially on abandoned carts, is to send the order form right in the email.

#### **Rich Schefren**

That's smart.

#### **Fernando Cruz**

So when you click on it, there's no replay on the order form page because they already saw it. In the email, you click on it and when you get there, it's already going to have a bunch of stuff pre-populated because it already has some of your data.

#### **Rich Schefren**

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### *Fernando Cruz*

It's like an image of the order form really, right? And since we're on the topic of emails...anything that you've discovered with subject lines?

#### **Fernando Cruz**

Yes, let me see if I have one thing here...

#### **Rich Schefren**

Just for everyone that is watching this and to give people a perspective of how it might be different for you, Fernando. If it is, you can tell us how it's different, but for the rest of Agora, we use lots of different ways of getting customers. But once we have a customer, at least all the other divisions that I know of besides Legacy, – and I don't know what Legacy does – the only way that we sell backends is through email or webinars that people are being brought to by email. So, I've tried for a long time to push Agora to create a targeted list of buyers and then advertise the backends to those targeted. But to no avail anywhere. And when we're talking email, at least for most of Agora, that's where all the money comes. And we're talking billions. We're not advertising our backends on anything like the display networks, Facebook, Google, etc.

#### **Fernando Cruz**

No, but we retarget and we have a budget for retargeting on webinars, on Facebook...There are push networks now, are you aware of that?

Okay, here are some of our best-performing subject lines.

#### **Rich Schefren**

Have you seen patterns? Like shorter ones, longer ones...

#### **Fernando Cruz**

By far shorter works. One word subject lines, they still work. It's a real pattern that has worked for a long time. Is it gimmicky? Well, it really does work. The other thing that works is the discount right in the subject line. If it's half off, if it's 30% off, having that discount in the subject line has a pattern of getting people to open. You'd think that Amazon and places like it have already conditioned people to look for those emails. And I used to believe that there must be this subject line blindness that occurs with those types of subject lines. But I think people are just wired to find value?

#### **Rich Schefren**

I don't know the answer to this question so I want to ask...so, you have a lot internal resources, right? If someone has a mediocre sender score today and they institute these changes, does the sender score just naturally improve over time?

#### **Fernando Cruz**

It's definitely not immediate. And I think you gotta go through some pain at first. It's like anything else, right. If you just started working out after years of not doing it, your body's going

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### *Fernando Cruz*

to tell you. And it's the same thing here. I'm trying to think...I feel like when we were warming up some IPS, it was like 60 to 90 days. So it takes some time for sure.

#### **Rich Schefren**

Let's say that someone is not currently doing this and they instituted...what would you say? How long to give it to really know? Six months? Three months?

#### **Fernando Cruz**

First of all, you've got to track the sender score, so you probably want to use something like Return Path. I think 60 to 90 days should be more than enough. I should qualify that. It also depends on the number of emails you're sending. So if you have a 500-person list and you're only sending once a week, it's not gonna make that much of a difference.

Another thing that really helps is for your sender and your ESPs to see some progression in the size of the list. So if you start out with 500 and then a few days later have 600, the reason why they like that is because it also signals that you, as a business, are busy out there acquiring fresh names to the list. They like centers that have fresh lists. If it's something that's been stagnant for a while, that's going to affect things. It's like a credit score, right? When you look at your credit score, there's all these weird numbers that go into it. Ultimately, I think the number one predictor of whether you're going to have a high credit score or not – outside of debts and bankruptcies and all of that – is you've got a shit ton of credit and you're using barely any of it. That's the biggest driver. Well, with email, the biggest driver is going to be a highly engaged audience that's gaining and having lots of opens.

That's it. So, even if you're just reinvesting your money and bringing people into your email list on a consistent basis, that will gradually help you now. If you're not – and you're building your YouTube subscribers or followers on Instagram or whatever – then that's a totally different business model. And I can't really help you there.

#### **Rich Schefren**

Yeah, but you still want email. Let's just hypothetically talk about another kind of business. So let's say right now they're mailing and they're growing. They got a list of like 50,000 or 100,000 or 200,000 or whatever. And they're mailing like three times a week. What would you say? They should be mailing more, but we're not going there right now.

What if, instead of 15 days, maybe it's that if they haven't clicked on a link in three weeks, they get nine emails. How would you just alter it once again? I know that you're kind of coming up with this on the fly, but you've got more experience than any of us do. Yours is going to be better than ours.

#### **Fernando Cruz**

If you're only emailing a limited number of days, I would start testing much lower. So I would start my buckets at five days or seven days.

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### *Fernando Cruz*

#### **Rich Schefren**

Because you don't have the benefit of those good people raising your score by opening every day.

#### **Fernando Cruz**

Exactly. And that's the thing. Like I said, it's going to be painful at first because you're like, "Oh my God, but I've got a hundred thousand people. Why am I only sending to this little segment here?" I know it hurts. I get it. But as you're sending more, those buckets are going to get bigger and bigger. And ultimately, you'll benefit from it.

#### **Rich Schefren**

What about this strategy? Let's say they're emailing three times a week...if they don't get a click on that first week, then instead of three emails the next week they only get two. And if they don't get a click on that, then it goes down to once a week. Then it stays at once a week. And any time they click on a link, it goes back to three times a week.

#### **Fernando Cruz**

We can definitely do that. I gave you examples of what we're currently using in our buckets, but those aren't hard and fast rules. We just want the ESPs to know we're a mailer that's putting names on our list and we're communicating with them. And our people want to hear from us. You game the system by sending to your highest, most engaged people first. Even if you're only sending three times a week, this is still true. And let's say that you drop them down. There's a bucket that's only two times per week. Well, for two days out of the week, you're going to be sending two separate emails. One is going to go to the most engaged. And the second email later that day is going to go to that second bucket.

Right now, you'll get a break one day a week. So if you do that – where it's three times, two times, one time per week – there's going to be one day per week where you're going to be sending three emails. One to each of the three buckets. The day you choose should be whatever historically has had the best open rates. Use data to your advantage. For us, we've hired people that actually watch this stuff.

#### **Rich Schefren**

Did they get back to you on the companies that they're using?

#### **Fernando Cruz**

No, they haven't. If I get it, I'll send it to you and you could just send that to folks.

#### **Rich Schefren**

I don't know if you have any experience with this and this was a long time ago, but I think we used SendGrid. Does that sound right?

#### **Fernando Cruz**

Yeah. I know we do have a SendGrid account for sure.

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### *Fernando Cruz*

#### **Rich Schefren**

Well, hopefully Fernando will find out and see that it's an inexpensive service that anyone can use. But it might not be.

#### **Fernando Cruz**

Believe it or not, there are two things that make up the most expensive thing we have. One is that we went out and hired a deliverability person who, if I'm not mistaken, I think worked at Gmail. The second most expensive thing is Exact Target. It's expensive because Salesforce and that whole suite is a little pricey. But other than that, it's all relatively cheap stuff. It's not expensive at all.

#### **Rich Schefren**

Is there anything that you didn't share and would like to that I didn't ask about?

#### **Fernando Cruz**

I don't think so. I mean, I think that the important aspect of this is that, as a marketer or a business owner, you want to know when and how you communicate with your audience. You don't have that control on platforms like Facebook and Instagram and YouTube. To some extent, I do believe email providers may start getting more strict. But the cancel culture hasn't hit these platforms yet, and hopefully never will. I have no idea, but I would definitely say that if you're in that group where you've been building your platform off of social media and followers and such, you absolutely want to add them to email so that you can control that.

#### **Rich Schefren**

You want their email, you want a cell phone number, you want a physical address. Because you never know what's going on otherwise.

#### **Fernando Cruz**

Absolutely. And so this method of bucketing by engagement...all it's doing really is just making sure that when you send out an email, all the gatekeepers that are between you and your customers/subscribers are kept happy. That's all it is. So when they see your header, when they see your IP address, they're like, "Oh, that's one of the good guys, let them through." That's what you want. And without that, your business will suffer and you won't even know why because every time you send an email, your email send software is going to tell you 99% delivered. Well, that's bullshit, right?

#### **Rich Schefren**

Well, it got delivered. I mean, it's going to be seen. It doesn't mean it's in the inbox. It could be in the spam, or social commercial email. Who knows.

#### **Fernando Cruz**

Right. The promotions tab. I think we've covered it all.

## *Interview TWO*

### *Fernando Cruz*

#### **Rich Schefren**

It's been awesome, man. This is something that I just had no clue about...but it's one of those things that makes total sense once you hear it. For example, when we migrated the people over – my people over to Agora and then Agora back to me – we did it that way because that just seemed obvious. I thought, “Yeah, give me the people that are hyper-responsive. Give me the people that clicked first and let me bring them over. And we'll leave the people that aren't clicking over there for a while.” So we did that, but it never occurred to me to think about it this way. And it's very fresh in my mind because, as I was looking at people who've taken the dollar trial and then canceled, I'm seeing all these emails that they haven't opened.

I didn't really connect the dots that this was hurting me, but it makes total sense. Because Google's not in the business of filling people's email boxes with junk mail that they don't want. They have no interest in that since it costs them storage and it makes their customers less happy. This conversation has been awesome.

#### **Fernando Cruz**

It's so easy. Or I should say it's easy, but it's not simple. The process is going to be a little tedious at first, but once you get into that practice, it's super easy. And what's great about this is it's very easy to document, and you can pass that off to a virtual assistant or whomever. This is actually one of the easiest processes to document because the software is already going to clearly tell you who's engaged and who's not. It's just a matter of coming up with the instructions, whatever the platform is. And it's very easy to have it written down and documented for sure.

#### **Rich Schefren**

Well, this has been amazing. I want to thank you for your time, man. I hope that you come back and drop more knowledge on us. And unless there's anything you want to add, we can say goodbye to everyone.

#### **Fernando Cruz**

Thanks for listening.

#### **Rich Schefren**

Right, man. You rock. Thanks for this. I appreciate you, brother.

Watch or listen to this interview by scanning these QR Codes with your cell phone camera.



WATCH



LISTEN

## *Interview TWO*

*Fernando Cruz*

### **ACTION GUIDE:**

How To Get 50% Open Rates When Sending Over A Million Emails Per Day

#### **PROBLEM**

Email marketing is the lifeblood of your business. But if your emails aren't successfully delivered to their inbox, it doesn't matter how strong your message is. So how do you ensure your delivery rate is as high as possible so you can stay out of spam and maximize sales?

#### **SOLUTION**

Increase your email delivery rate by segmenting your list into different "buckets" based on their level of engagement. Then send your marketing campaigns to the most engaged bucket first to signal to your ESP that your emails have a high chance of being opened, which keeps you out of spam.

#### **STEPS**

1. Get a dedicated IP address from your email service provider
2. Segment your list into "buckets" based on their engagement:
  1. "Daily Bucket": Opened in the last 15 days
    1. Send them one email every day
  2. Bucket #2: Opened in the last 16 to 30 days
    1. Send them five emails per week
  3. Bucket #3: Opened in the last 31 to 45 days
    1. Send three emails per week
  4. Bucket #4: Opened in the last 46 to 60 days
    1. Send them one email per week
  5. Bucket #5: Opened in the last 60-120 days
    1. Send them two emails per month
  6. "Hail Mary Bucket": NEVER opened an email
    1. Send them one email per month
3. As your subscribers' engagement changes, automatically move them to the appropriate bucket.
4. Start campaigns by sending emails to your buckets in order from most engaged to least engaged.
5. Want to boost engagement even more? Try these tips:
  1. Insert surveys in your emails with 'yes' and 'no' links that are embedded with "mailto:" actions
  2. Insert 'rate this email' surveys with options like 'good', 'excellent', 'bad', etc.
  3. Send an image of the order form inside of abandoned cart emails with their data pre-populated after clicking on it
  4. Try one-word subj lines and discounts in the subj line

## *Interview TWO*

### *Fernando Cruz*

#### **BENEFITS**

- Works for beginners or experts
- Increases “priority” inbox placement and open rates
- Signals to your ESP that your emails are not spam
- Useful for warming up or re-establishing IP addresses
- Increases revenue from your email marketing

#### **CASE STUDY**

Using this strategy, Fernando’s team at Legacy Research achieved 55% open rates from a segmented list of 315,000 people. They also increased their inbox placement from 89% to 98%. Which increased in the number of their webinar registrants by around 107%.

#### **SOURCE**

Fernando Cruz is the Director of Marketing at Legacy Research, which owns properties such as Bonner & Partners, Palm Beach Research Group, and Casey Research. Known as “The Best Marketer at Agora,” his team is on their way to scaling Legacy past \$400 million in revenue this year. To learn more about Fernando, visit <https://www.linkedin.com/in/thefernandocruz/>.

# *Interview THREE*

## *Jordan Menard*

### *A 5-Step Angle Creation Process That Produces Wildly Profitable Ads*

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#### **Introduction**

Whether or not a Facebook ad resonates with a prospect, grabs their attention and persuades them to take action, can make or break a campaign.

But Jordan Menard – the former Director of Lead Acquisition at Sam Ovens’ Consulting.com and consultant to Jordan Belfort, Tai Lopez, Dan Lok and others – has invented a 5-step formula for creating compliant Facebook ads that convert like gangbusters.

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#### **Jordan Menard**

What's up Steal Our Winners community? I'm Jordan Menard, founder of Traffic Pilot. Today, we're going to talk about how to make ads that make money. The name of today's presentation is “Right Angle,” and it’s about how to forge an angle creation process that produces wildly profitable ads—with predictability and reliability—for any account or vertical.

I'm the CEO of Longform Creative, a digital marketing agency that services the highest names in info marketing. I'm also the founder of Traffic Pilot, an e-learning community that teaches people how to become agency owners, entrepreneurs, and masterful digital marketers. The point being, I love online ads. I'm a nerd, I geek out on them, and I love data. This is something I do every day.

Let's jump right into it with a question: What's the difference between an angle and a campaign?

An angle is a larger approach to the messaging your product conveys. Campaigns are renditions of the angle. A good marketer creates strong angles and A/B test campaigns. A newbie picks 20 images and hopes one or two stick. Good angles make good content; good content creates a good user experience.

So, how does Facebook judge content?

The Facebook content ranking system is a combination of inventory, signals, predictions, and scores. Inventory is the total amount of ad space that ads can be loaded or shown on any platform, Facebook or Instagram. Signals are what let Facebook know who is running the ad and what the ad is about. The score is the overall number applied to advertisers to rank them according to inventory signals and predictions. You can see everything that Facebook takes into account. It's pretty common sense and what you would expect. It applies a score and compares them to other pieces of content, then ranks those pieces of content and decides what to show—whether ads or organic.

## *Interview THREE*

*Jordan Menard*

To summarize, the best way to write angles that perform well on social platforms is to create content people care about. If you care about the user experience, the platform will always be biased towards you because you're doing what the platform wants you to do. Simply put, they want users to have a great experience no matter what happens. Users are okay with ads, as long as they're useful ads—good ads that do something. The key here is to develop a powerful process for creating angles built on the fundamentals. Don't worry about the results; the results will take care of themselves if you focus on the process.

With that, let's look at the framework. Today, we're going to establish a five-step framework to create a wildly profitable angle for any vertical with predictability and reliability.

The five-step process is as follows: it starts by seeing the problem shared by everyone in your market and you resonating with it. Once you recognize the problem, you want to build a bridge to solve it. Once that's done, you want to stop the scroll. This is key. No one will hear about your solution or care if you don't stop their scrolling. Once you have their attention, you want to make it worth their while and inform them. Finally, once they're informed, you want to activate and get them with a call to action to go to your product page or your funnel.

Let's look at step one, seeing the problem. Rich Schefren, the guru to the gurus, said, "A market's definition is pretty simple. It's just a group of people who share the same problem." Now, if they had solved that problem, they wouldn't be in the market anymore. I love this definition because it's simple yet broad. It covers what a market is entirely. Therefore, the root of any angle, any advertisement, is simple. "It's true; this product solves the problem." This will be the foundation for your angle creation process that can apply to anything.

It's a framework for any offer, and it's very simple: Product solves problem.

Now let's look at step two, build a bridge. Imagine two cans of soda, one off-brand, and one Coca-Cola. The difference between a product and a bridge is how the consumption or purchase of the product makes that person feel. When you're drinking the off-brand Cola, you know that you're just pouring carbonated sugar water into your system. However, when you're drinking Coca-Cola, something a little bit different happens. You imagine all of the things associated with the brand—from professional sports to the cool polar bears in the North Pole who know how to snowboard. Everything positive with the brand is associated with purchasing its product. Thus, it's no longer, "I'm just going to pour some sugar water with carbonation into my system." It's about something bigger, something social. Even though it's subtle, it's still important.

For example, if the problem is that people don't have pictures of their family members and loved ones on the walls of their house, Snapfish offers a free print and thus bridges or solves the problem. In an ad I wrote for Sam Owens a while ago, the bridge is pretty apparent: how to become financially independent in only 90 days. In an ad from Fashion Nova, the bridge is inside of the image. If you don't look like this, use Fashion Nova to look like this. The call to

## *Interview THREE*

### *Jordan Menard*

actions are natural extensions of that bridge and lets you know that this transformation can happen quickly, which is key. In an ad I wrote for Tim Sykes in Agora Financial, the bridge is the best stock strategy 99% of people don't know about. Signing up is the call to action that instantly solves that problem. In an ad for Misfit Media, they offer Facebook ads and other marketing services for restaurants.

The text of the ad is very apparent and establishes the bridge immediately. "Are you a restaurant owner with two or more locations? Generate new customers for your restaurant and..." Now it's very obvious what's happening here. People who have restaurants have a problem; they don't have customers. Building a bridge works for any angle, Fashion Nova or restaurants. That's the broad appeal that a good angle creation process can establish.

Let's look at this ad that I wrote for Jordan Belfort. The problem that we're recognizing is that people don't have the expert knowledge to make a ton of money. Therefore, the bridge is obvious. "Learn things that 97% of people don't know." For an ad that I made for Scratch Golf Academy, I wrote, "Drop five strokes off your handicap in just two weeks." What I love about this one is that I don't even talk about the product. I don't tell you anything about the product whatsoever. It just says, "Drop five strokes off your handicap in just two weeks."

It's very simple, and I'm not even selling anything. I'm just providing value, and that's done by focusing on the bridge. The problem was that people suck at golf. The bridge is you won't suck anymore. An ad I made for Dan Lok said, "The lost art of high-ticket closing." Now, this is another strategy to resonate with problems shared by a massive population. Talk about an ancient idea that has been forgotten by modern times and technology. That appeal is something brilliant and straightforward that works but has been forgotten. In an ad I made for Tai Lopez, the bridge is very simple. "Right now, you're not getting paid for what you already know. So how can you get paid for what you already know how to do?" This ad crushed, and it followed this exact angle creation process when I wrote it.

Step three is to stop the scroll. Remember, the root of all angles is that it's true this product solves the problem. Stopping the scroll means catching the user's attention, so they can look at the problem-solving mechanism you've created.

Chandler Welling. Welling Media produces some of the most phenomenal graphics and images for advertisers to use. This isn't a promo for them; I just use them because they do it right. That's it. So, this creative suite was made for Snow, and you can see all of their ads follow the same type of aesthetic. It's all blue, clean, and they have very attractive people modeling the product. The strength of simplicity and cohesion cannot be ignored. Stop the scroll with simple but strong concepts. I love basic color schemes—the pinks, the whites, the clean image—and the fun interaction the product has. You can see they're not doing too much. The beauty and strength of simplicity and cohesion, as I said, just cannot be ignored.

An ad I did with Adrian Morrison, one of the clients at Longform Creative, is one of the most profitable ads that I've ever written in my life.

## *Interview THREE*

*Jordan Menard*

It follows the exact angle creation framework that I'm teaching right now. "It's true, my two-step Shopify workshop plus strategy session worth over \$500 is officially free until the end of the month." The results of this ad are phenomenal. I put them into a dynamic creative and one massive CBO with a huge budget, and it's been running for a long time. Over \$204,000 has been spent just on this one campaign. You can see the results are incredibly strong, 3,271 people watched the entire webinar and booked a call, and their overall cost was \$62.40. We use those calls to teach people about eCom Success Academy. Adrian's award-winning Shopify official education course teaches people how to do e-commerce correctly. Now, the course itself costs \$2,495. So, booking a call at \$62 on a massive scale is an incredible chance to sell a \$2,495 product with no product costs. The ROAS potential here is incredible.

I know you might think that long-form copy doesn't work as well as short-form for e-com. Well, I'll say that can be true and that you don't necessarily need to write a long angle to solve a problem and inform. You can do that very quickly. The reason long-form gets a bad rap in the e-com world is not that it doesn't work; it's because you're writing boring things.

Now, for this angle, it's a little bit different. I didn't use "it's true," but it still follows the general principle:

"There's no way anyone can make anything with penny stocks in 2020, right? Wrong. I bet if you ask most people, they'd agree with this misconception. Why would so many people ignore the most effective strategy to financial independence that exists anywhere in the world right now? The answer is education, on top of getting a bad rap through movies and media. Penny stocks have been disregarded as frivolous, while the freeze blue chips have now become a household name. 'Invest in blue chips, they say. I mean, sure if you're already rich and can afford to put six-plus figures into an expensive stock that will appreciate over the next decade-plus, invest in blue chips. But if you're like most folks, you need something that can get you a return and won't take forever. Penny stocks. 'But Tim,' they'll say, 'Isn't it all chances and the luck of the draw, the stock equivalent of a slot machine?' Answer: not always. They're stocks, real companies; they're just new. This means you could pick winners before other people do, and that's where the real profit lies. All you need is two things: One, education, and two, a proven strategy. That's where my blueprint comes in. Click or swipe to learn more for free. Hey, I'm Tim Sykes; the methods Forbes was referring to was my blueprint, which I've revamped for 2020. I'm living proof that my methods can work for anyone, even if they have no experience or prior education on the topic because that's exactly who I was. However, my passion for achieving true financial independence led me to a multi-year journey to find a strategy that would work. I've put it all into a new blueprint for anyone looking to start a journey of their own. Click or swipe to learn more for free. For less than a dinner for two, you can get a battle-tested, proven education that will give you a framework and proven strategy to trade like a penny veteran. Make a move. Fortune favors the bold. See you on the other side, Tim."

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### *Jordan Menard*

The key here is to explain processes. When you explain processes and inform people how things happen, you build authority and credibility and trust. Step five is to activate. If we look back at that Tim Sykes headline, it now makes more sense, right? "The best stock strategy 99% of people don't know about." That's the bridge, and sign up is the CTA you want to associate with value. The call to action is the solution or the act of solving the problem.

Let's look at the implementation. I wanted to prove that this can work for any offer, anywhere. So, I made a post in AdLeaks:

"What's up, AdLeaks? Happy Friday. I'm speaking at the upcoming virtual e-commerce summit in Steal Our Winners, and I'm going to be teaching an angle creation framework that can be used for any offer. To make it a little different, I thought I would ask you guys what offers you want to see me make angles for my presentation. There are a couple of rules. One, white hat only. Two, you have to be okay with me showing your product landing pages, etc. Three, you have to be cool and not annoying. Let me know in the comments.

So anyway, Sam Venning replied and said, "You can do mine if you want, dude." I said, "PM me the URL." That led to the creation of this ad for Sam's offer, Tough Ring. "It's true. Tough Ring is an American-made solution for an American tradition, an honest day's work. For a limited time, order two Tough Rings, and you'll get the third free. Ships within a couple of days, quick and easy to anywhere in the USA."

The headline, "Rings for guys with real jobs."

Garrett Scanlon also replied. He said, "Jordan, you can use Dr. Squatch Soap if you want." I do want. Here's the ad. "It's true, Dr. Squatch soap stops the stink without the chemicals your skin should stay away from. Natural soap that leaves you nourished, healthy, and smelling amazing. Spend over \$40 on any of our all-natural products and get free shipping."

The headline: "The best soap on planet earth comes from the earth."

Let's wrap up this idea. The angle creation process is five steps. The root of all angles is that it's true; this product solves a problem. So, solve your problem today with free two-day shipping. The five-step process is seeing the problem, building the bridge, stopping the scroll, informing, and activating.

Let's look at some results with Nick Shackelford, one of the world's best marketers. He posted on my wall, "Jordan, every single ad I make with "It's true," as the first few words in the copy have launched out the gates 5x. Caden Ottley smartly said, "Let's try this."

Next, let's look at Colin McGuire, the CEO of Booming, one of the best agencies globally for e-commerce. He hits me up on May 7th. "What's up, Scale Daddy? That dynamic creative CBO we

## *Interview THREE*

### *Jordan Menard*

built for the Bison Jerky brand just all of a sudden took off out of nowhere yesterday. 5.5 attributed ROAS."

The proof is right there. This process, plus some really good media buying tips, which I can also teach you. It's what got me the name "Scale Daddy." Who wouldn't want that nickname?

You've learned the five-step angle creation process.

If you want to learn more, Traffic Pilot is the perfect opportunity to do that. Traffic pilot will help you take any offer, any business, and any digital marketing strategy to the moon. It will also teach you the best digital marketing strategies in the world. How to be a good copywriter and how to be an overall more effective person.

Traffic Pilot's mission is to create full-stack entrepreneurs capable of running massive businesses built on the tried and true techniques and skills that I use to run my own business. You can read some of our free content, watch our videos and understand the entire approach that we take to digital marketing on our website.

#### **Rich Schefren**

Let's dive into the Q&A about your presentation and angles. I didn't see the connection between coming up with a great angle and how Facebook ranks or scores content. You can indeed come up with angles for content and then appropriate it over into your advertising. Coming up with angles is a thing in and of itself. And then, the angle could be used on either side.

But what's the idea of bringing it all in together?

#### **Jordan Menard**

That's a good question that many people ask. I think many media buyers are looking at the ad as a single unit when, in reality, it's more of an ecosystem that's living as one being. The page has its score, the content has its score, and the headline has its score. And to introduce the process of angle creation, I wanted people to know the environment they were going to create those angles in.

The scoring mechanism of Facebook was a good way for me to illustrate that when you tell the story, your headline will rank as something, the body copy is going to rank as something, the media is going to rank as something. You need to make sure it's cohesive. You need to make sure it functions together as a great piece of content, first and foremost. That's why it was one of the preliminary steps before the meat and potatoes. For me, it was a framework issue. That's why I made that decision.

## *Interview THREE*

### *Jordan Menard*

#### **Rich Schefren**

You've made your bones more than anyone else I'm aware of—marketing and advertising info products well.

One of the big differences between Gary Vaynerchuk and me is that he could give all his content away for free because he wasn't in the business of selling content at the end of the day. Whereas if I gave all my content away for free, then I wouldn't have anything to sell. There isn't a physical product behind my info products; my info has to get me prospects, trust, authority, and all that, but I still have to have content available for sale.

Is any of that relatable to this, or not really? If you were talking to supplement sellers, would you go through the same process?

#### **Jordan Menard**

I would. Yes, I've sold a lot of info, but I used that process for beef jerky, and for every \$1 we spent promoting it, I made five and a half back.

I applied it to beef jerky and info. It can apply to any other commodity as well. And that was the point of it. I wanted to make something overarching—a general approach that would apply to anything specific, almost like a field manual.

#### **Rich Schefren**

I want to follow up on this question because I'm afraid that some things might still be confusing if I don't help connect the dots.

You said that the best way to write angles that perform well on social platforms is to create content that people care about.

What do you mean by that?

#### **Jordan Menard**

For one of the angles I'm running right now for a book, the headline is "Why Trump will win the 2020 election." It's not even selling anything. That's what I mean when I say that the angle is a piece of content that people care about. That subject has drawn more than 300 comments in the past five days on one single app. That's incredible social proof. And that's an instance where the angle is based on content that people truly care about. Then, the sale is associated with whatever side I took in the debate that I posed.

I think that's how you create the most scalable angles to sell millions.

## *Interview THREE*

*Jordan Menard*

**Rich Schefren**

Would you say that one of the ways to test internally is to think that, if this were just an article and not an ad, would people feel compelled to read it? Or if it was a native ad and that was the headline, would it get lots of clicks?

**Jordan Menard**

I think the best thing to consider is what the comments will be like. How many comments will be there? Are people going to get into debates? Is it going to be an ad that makes people take a side, or will it be an ad that elicits an opinion or starts a discussion in the comments section?

Another good thing to look at is "Unique CTR (All)," a metric on the dashboard. And that measures the scroll stopping potential that your ad has. A good CTR (All) would be over 10%, but that Trump ad is getting over 25%.

I've written so many ads at this point; it's always about something that causes a reaction or makes people feel some type of way.

**Rich Schefren**

Got it. So why do you call it a "right angle"?

**Jordan Menard**

It's the "right" angle. How do you know when it goes right versus wrong? We associate it with 90 degrees, and it was funny to me.

**Rich Schefren**

Then you're building a bridge to what consuming the product makes the prospect, then the client, feel. Right?

**Jordan Menard**

It's transformation, right? You've spoken about this. It's prevalent in info products, but I think the same thing happens selling commodities. Fashion Nova is an excellent example of this. The bridge is "You used to look whack, now you can look good with..." That's the bridge, and it happens in every product. But with info products, it's an actual transformation of self, which you've spoken to me about.

## *Interview THREE*

### *Jordan Menard*

#### **Rich Schefren**

For me, the two parts that I struggle with the most in your framework would be the bridge and stopping the scroll.

Stopping the scroll seems incredibly important, but I'm getting in my head about what I can do to do that.

#### **Jordan Menard**

Well, that's what the "It's true" does.

That's the point of it. That's why the root of all angles is "It's true." That's what I say stops the scroll. Most people don't think about that. They don't believe that the first two words in the front line need to have that scroll-stopping power. Most people just think you've got to write a clever ad. They don't think about that immediate animal brain reaction that people have when they're scrolling.

The reason why it's effective is that it stops people dead in their tracks. "What do you mean? What's true? Have I been missing out on the truth the whole time?"

It causes that reaction, and that's why I put it there.

#### **Rich Schefren**

Got it. Even in posting for my live streams, I've been influenced by your thinking, but I often change the wording a little bit. I might start by saying, "It might sound crazy, but it's true."

Just so that not everyone is just starting with the same phrase, right?

#### **Jordan Menard**

Exactly, that's what's stopping the scroll; finding a different way to phrase it. That's exactly the step.

#### **Rich Schefren**

When I think about my coaching clients, they know how to take an idea and turn it into a business. When they have that skill, they'll feel confident and no longer suffer from uncertainty or frustration.

## *Interview THREE*

### *Jordan Menard*

There are three things that it provides. Financial security, once they have that skill. Autonomy: the ability to call their shots and do what they want to do. Then there's another element, which I find to be pretty pervasive with entrepreneurs, especially online entrepreneurs who have been doubted by family members, friends, etc, and that's recognition.

So, three things: recognition of the achievement, financial security, and autonomy.

Generally, I tend to take any problem I have and project it onto the entire market. How do I encapsulate those thoughts without sounding or being like everyone else, or being the guy in front of his Lamborghini or the guy paddling on some paddle boat in the middle of Bora-Bora? Something to signify what financial freedom, autonomy, and accomplishment look like.

#### **Jordan Menard**

This is a perfect springboard. You're always going to identify the basic thing that works. The reason why I built a framework around that one angle is because I want people to take it, try it, find out it works, and then have the same realization that you did of, "I need to reinvent." That's the point of the framework, so you can take it and apply it to a wide variety of situations.

Whether you're selling leggings or info products, the five-step angle creation process gives you a routine that you can use to make profitable ads, like you would make a fucking pizza, right? It's the ingredients, steps, everything.

The creative's job is to make a twist. Re-invent. Make things more exciting than they were. That's something that I face trying to sell info products. How do I not be the douchebag in front of the Lamborghini but still have pull with my creative? And that is the obligation, or the burden, that the creative and the creator have to take on to get those insane rewards. So, I created a framework that people can use, become creative with, apply, and put their twist on the, "It's True" process to come up with their ads. And that creativity will be well-rewarded.

So, your first angle is comfort. Your second angle is security or freedom. Your third angle is recognition. Each angle is designed to speak to that person. When I was running consulting for dot coms ads, I would go to all my marketing meetups. When people found out who I was, they were like, "Holy shit, dude, I've seen so many of your ads." Some people loved the one where I made Sam's face all blurry. Some people loved the *Findependence* one; how to become financially independent in 90 days. Everyone had an angle that they remembered.

Whether they bought the course or not, they remembered the ad, the piece of content. And that's why it worked. To your point, you already have the base things, the base instincts, that are playing on people you know will work. Now you write angles following that five-step formula to each item that you're talking about, each one of those three things. And it's going to resonate with different people.

## *Interview THREE*

### *Jordan Menard*

#### **Rich Schefren**

I tend to spend too much time on the logical side of my brain and not enough time on the emotional side. And so, quite often, injecting emotion into things is challenging for me. That's always been a challenge for me. But one of the frameworks I came across for presentations was by Nancy Duarte. I think that's how she spells her name. And she wrote *Resonate*, *slideology*, and a bunch of other books.

#### **Jordan Menard**

I'm reading *Resonate* right now, based on your recommendation.

#### **Rich Schefren**

*Resonate* is good. She had analyzed every great speech, and had a framework where she talks about contrast. Like, things are bad, but they could be like this. If you do this, it'll be great. But if you don't, it'll be this, right? And this contrast creates the emotion. What she found in a lot of presentations was that the back and forth increases as the presentation goes on, whether it was Martin Luther King Jr. or Steve Jobs. I imagine, other than people who sell info products in emotional areas, but certainly business and things like that, they might also gravitate towards the more logical, like me. But it's the emotional that's actually much more powerful.

That's what the bridge is all about—the emotional side.

Some of the best advertising, as far as effectiveness, has tapped into that emotional aspect. If you ask someone how they're feeling and they answer with, "I think," then they've already told you that they're not answering how they feel, they're telling you what they think. I could fall victim to that as well.

#### **Jordan Menard**

David Ogilvy has that famous Rolls Royce ad he wrote. The headline is a great example of provoking emotion without being touchy-feely. It says, "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock."

It paints a picture of going fast, but on the inside, it's just tranquil, calm, and serene. That's an example of how you can evoke emotion without being touchy-feely.

#### **Rich Schefren**

That's a great example. How do you tap into that emotion?

#### **Jordan Menard**

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### *Jordan Menard*

There are a few ways you can do it. I think I fall victim to a lot of the same things that you fall victim to in regards to going too hard on the analytical side, so I try to approach it like a fiction writer. I think that started because I wrote so many ads for Sam Ovens, Tai Lopez, Robert Kiyosaki, Whole Nine, and Jordan Belford. And they're all "I," right? They're all first-person stories. So, I've learned how to tell a story from someone else's perspective so many times that now when I'm selling shirts or beef jerky, I do the same thing. I want to tell a story.

There's a setting. That comes from thinking about my customer and asking what they're doing right now. What's their life like? What do they care about? Why would they buy my product? What problem are they going to solve? Why would they hire my product? To do what job?

Looking at that question and then writing that scene is how I step into it. I look at it less as like, "I've got to touch their heart" and more as "I've got to entertain them. I've got to take them to a place and let them sink into the ad and not come out of it". For example, when you watch a movie and the acting is so bad, you can tell they're acting, it makes you come out of the movie. So write a post that holds people, carries them, and paints them. That's how I look at making it emotional. It's not touchy-feely. That's why the Trump ad is for a book, but the headline is just saying, "He's going to win," because I thought, "What is my audience caring about the fucking most?"

#### **Rich Schefren**

I'm reading a book right now called *Story Genius*, which is all about how most writers get storytelling wrong. They think it's about the external changes; the conflict, the drama. Really, it's more about the internal things going on. The whole book is about how to map out the internal changes that are then reflected in the external.

#### **Jordan Menard**

A great example of that was when COVID and shutdowns hit, and so many people said cliché, horrible phrases like, "In these trying times..."

#### **Jordan Menard**

We didn't say that. We just wrote ads assuming people were hanging around the house all day. We just wrote it assuming they were bored. We spoke to their boredom instead of making the obvious COVID reference. Our ads killed it while I saw tons of people getting banned. Then, when I saw commercials that were saying, "This is the new normal," or "now more than ever," all those cliché phrases, it made me want to throw that brand out of a window.

Speaking to the subtleties of things and looking through someone's perspective can do a lot more with less in regards to ad copy.

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### *Jordan Menard*

#### **Rich Schefren**

I have one more question about this that relates to the angle because I don't feel like I have that mastered. I imagine any business owner, any marketer, should be able to understand the emotions that are present without the solution when a problem exists.

So, if I'm selling the core of my coaching program, the emotion would be what it feels like to not have financial security.

#### **Jordan Menard**

Standing on the other side of the bridge.

#### **Rich Schefren**

Right. So, what it feels like to not have financial security, autonomy, or recognition. The other side is the positives, having all of these things. So what life is currently like and what life will be like when they click the button and buy. Or at least the life they'll begin to create. Once someone has those two components, what's the best way to play with them to come up with different angles?

#### **Jordan Menard**

When people are really sad, they don't go into their room and put on "Who Let The Dogs Out" by Baha Men, right? They don't put on happy music, they put on sad music. Why would sad people put on sad music? We want the mood to reflect how we feel internally. The reason why people love artists so much is because that artist speaks into their life.

If you hear someone talk to an artist, they'll always say, "Man, we're so much alike," to the point where it annoys the artist because they think, "Bro, you don't know me. You just heard a song." When I look at it, I want to meet the user where they're at. It's less about selling a dream and more about saying, "Hey, I recognize where you are. And with just one little thing, it can be better." That's the idea I want to convey.

In the Bible, it doesn't talk about heaven at all. But people talk about heaven all the time, right? It's a tiny little sliver of an idea that makes people go nuts. And if you can plant that seed effectively, if you can play a sad song for a person who's had a terrible day, they're going to love you for it. They're going to commiserate with you. They're going to identify with you. That's the perfect moment to plant that tiny little seed.

And you don't need to oversell. Most people know what they want. Those things that we play on are very animal brain. You can do less with more in that as well. So, I focus most on saying to the user, "I feel you, bro." Then just plant that tiny seed of transformation. "You're doing

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### *Jordan Menard*

everything. You're doing 95% of it right, you just need to get one thing different, and you'll be there."

#### **Rich Schefren**

I'm going to say this, but I reserve the right to take it back at some point: The single biggest obstacle to effective advertising is the prospect passing by it by quickly, surmising, "This does not apply to me." When you can hit someone where it hurts, and describe their pain, challenge, frustration, concerns, worries, whatever, it stops them in their tracks because they think, "This person is talking to me. This is where I'm at right now." Therefore, this message, just like your point about the sad song, is describing how I feel currently, and that cannot be quickly rejected as not applying because it *does* apply. If you're painting paradise, at that moment, it might not apply.

Would you say that the best angles are not only about the problem, but about the emotional consequences of the problem?

#### **Jordan Menard**

Most definitely. I think I should have spoken more on that, but I think the best angles recognize the problem in the same way that I said we recognize the solution. We recognize the solution so well that we can just hint at it. We don't have to say it directly. The best angles know the problem so well that they can just speak to the emotional condition that is a byproduct of the problem and immediately build that investment. So they don't even know what you're selling, but they're interested.

#### **Rich Schefren**

Interesting. One of my favorite ads of all time is the Charles Atlas ad.

#### **Jordan Menard**

I'm not familiar.

#### **Rich Schefren**

I have to show it to you. This ad was a control for 50 years, and it was sold in the back of comics. "The Insult That Made a Man Out of Mac" tells a whole story of transformation in one, two, three, four, five comics. So they're at the beach. Some big jock is playing football and kicks sand into the face of the guy and his girlfriend. When the guy says something like, "Hey, quit kicking sand in our face," the guy doesn't want to hear it. So, he has to back down. Because he backs down, he loses face in the eyes of the girl.

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### *Jordan Menard*

He goes home, and he's alone because he's now alone in his life. He's sick and tired of being a scarecrow, not being able to stand up to the bully. So, he's going to send away for the correspondence course by Charles Atlas here. Lo and behold, look at him later. So, everyone at certain times, whether it's physically or in some way, feels somewhat impotent to solve a problem. And there's a consequence of that impotence. There's an action taken and a result. He goes back to the beach, beats the shit out of the bully, and he's the hero in life. "Let me prove that I can make you into a new man."

Right now, there's a bunch of text in here, and then you send away for a free book.

#### **Jordan Menard**

The call to action is so good. "Darn it. I'm sick and tired of being a scarecrow. Charles Atlas says he can give me a real body. All right, I'll gamble a stamp and get this free book." That's exactly what we were just talking about.

#### **Rich Schefren**

I love it because this just tells the whole story right here. It ran in the back of Archie, Richie Rich, and other comics. I doubt they still run it in comics, but Dan Kennedy and I have had numerous conversations about this ad because he also has a ridiculous amount of admiration for this advertising.

I'm going to show you one more ad from the classics. This, to me, could almost look like a Facebook ad today. Sean Vosler sent it to me, and we are interested in it because it's from 1897. Sean is trying to trace back where the best ideas in advertising came from. Supposedly, John Kennedy was the first person to say advertisement is salesmanship in print, and he sent a note to Albert Lasker or Claude Hopkins. I sent this to Jay Abraham the other day and said, "I just can't believe that this was written in 1897."

It's an ad in New York, July 1897. Charles Austin Bates was way ahead of his time. It was an ad for basically what Jay Abraham and I do today. It's "The Man Looking On," and it's a picture of a man looking at a chess game.

"The Man Looking On sees more than either of the players. He sees a better opening for a good move or the disastrous results of a bad one. The players are too much absorbed, too vitally interested in the outcome to get the best point of view of their play. They may know more about the game than the man looking on, but they want the advantage of his dispassionate position. Your business is a game of chess. You are one of the players. Your strongest competitor is your opponent. You're watching his every move. You're anxious to check, if possible, to mate him. It may be worth a great deal of money to have the man looking on tell you the right move or warn you when you're about to make the wrong one. I am the man looking on. I don't know more about the game than you do. In other words, I don't know more about your business than you

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### *Jordan Menard*

do, but I see the board better, and I can see the mistakes in your play better than you can. Send for my Confidential Symptom Blank. It's your move."

Both Sean and I are trying to track down his Symptom Blank, but we assume that it is a bunch of questions where people write out what's wrong with their business. Then they send it to him and he offers suggestions. That upsells potentially into him consulting for their business. The biggest objection is—Ted Kennedy talks about this from time to time—that it's almost defensive, that one of the reasons it's harder to sell improvement than new opportunity is that I don't know how to sell, say, clothing hangers. A guy who's had a clothing hanger business for 20 years might feel insulted if I try to come in to help with his business. He might think, "I know my business 100 times better. What does Rich Schefren know about selling clothes hangers? How can he tell me anything about my business?"

Charles Austin Bates handled that objection right upfront. He's also saying that, because you're so focused on growing your business, you're going to overlook things. You're going to be too committed to things. You're not going to see things that I can see because you're not tied to the results. I would imagine you find it more difficult coming up with the advertising for your own course than you do for other people's courses because you're too attached to it.

#### **Jordan Menard**

Yes. That's true.

#### **Rich Schefren**

John Carlin, a great copywriter, used to always say how much more difficult it is writing to write copy for himself than for clients. I'd say it's a consistent thing. Like I was telling you, Jordan, one of the reasons I'm down here right now is to get some advice for my business from a friend who I helped early on. Same thing. I'm too close to it. It's easier for someone else to see from afar.

I'll end with this: we might be talking to a bunch of entrepreneurs who are tasked with doing everything in their business and haven't yet grown to a size that can afford a media buyer like you. They have a little bit of an uphill climb because they're the only person. Any words of wisdom? Should they talk to customers? Should they talk to prospects? Who can they talk to in order to get a better sense of what some angles could be if they resonate with the fact that they are a little too close to it?

#### **Jordan Menard**

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### *Jordan Menard*

Read the comments on your ads. Listen to what people are saying, and don't assume they're right. Assume you can learn from everyone and write angles that speak to people. Don't worry about the conversion. Everyone just gets so tied up in the conversion. I would say this is the benefit of “The Man Looking On.” The man looking on is not obsessed with the CPA. He doesn't even know the CPA. Forget about obsessing over that conversion, and write to speak to people. You'll have a much better time.

#### **Rich Schefren**

Would you say that one of the things that everyone should start doing is not only look at their competitor's ads but even more importantly, read all the comments on all their competitor's ads?

#### **Jordan Menard**

Yes.

#### **Rich Schefren**

Because that is where you're going to find the goal?

#### **Jordan Menard**

Go to the Ad Library and look at the comments. Look at the ones that get a lot of engagement. Look at what people are getting roasted for. All those things are clues about the condition you want to speak to.

#### **Rich Schefren**

Is there anything as it relates to coming up with wickedly successful angles that I should have asked you about? Or something you want to share that we didn't cover?

#### **Jordan Menard**

No. You took a much better and more in-depth approach to this than anyone I've talked to. Again, I would say the biggest thing is don't focus too much on the conversion and write to speak to people. It's more art than sales. If you can just focus on the user's experience, you're probably going to have better-converting ads.

#### **Rich Schefren**

So, aim to resonate first and foremost. I appreciate you taking the time to make this contribution. I appreciate your help in developing the framework and making it easier for people to come up with new angles for their ads

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*Jordan Menard*

Watch or listen to this interview by scanning these QR Codes with your cell phone camera.



WATCH



LISTEN

### **ACTION GUIDE:**

A 5-Step Angle Creation Process That Produces Wildly Profitable Ads

#### **PROBLEM**

For many businesses, a Facebook ad is the very first interaction they have with a potential customer. It's the top of their funnel. And whether or not an ad resonates with that prospect, grabs their attention, and persuades them to take action, can make or break a campaign.

#### **SOLUTION**

Jordan has created a simple 5-step formula for creating compliant and creative Facebook ads that convert like gangbusters.

#### **STEPS**

1. **See The Problem:** Identify the painful problem that your market experience and your product solves.
2. **Build The Bridge:** Show the transformation of your product solving the problem.
3. **Stop The Scroll:** Grab the user's attention with unique images or videos that catch the eye.
4. **Inform:** Explain how your solution works and what makes it different.
5. **Activate:** Tell the prospect how to take the next step in solving their problem.

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### *Jordan Menard*

#### **BENEFITS**

- Simple step-by-step framework
- Helps you create an endless number of unique angles
- Will likely boost the conversion rate of your ads
- Provides users with a positive experience
- Can apply to any market or product

#### **CASE STUDY**

Using this framework, Jordan created ads that generated 3,271 leads that clicked, watched a full webinar, and booked a call to learn more about a \$2,495 product, with each of these leads costing only \$62.40 on average.

#### **SOURCE**

Jordan Menard is a community college drop-out turned 8 figure digital marketer. From Director of Lead Acquisition at Consulting.com to now running his own agency which has consulted Jordan Belfort, Dan Lok, Adrian & Anthony Morrison, Tai Lopez, and other digital marketing giants. To put it simply, when it comes to media buying in the info space Jordan is regarded as one of the best in the game.

# *Interview FOUR*

## *Russell Brunson*

### *The Free Book Funnel That Generated \$66 In Profit Per Customer*

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#### **Introduction**

How do you design a funnel that scales to over a million per month in advertising spend? Well that's exactly what Russell Brunson – the Co-Founder of ClickFunnels – did with his “free book funnel” method that got him customers for as little as \$7 during his *Traffic Secrets* book launch.

By following his strategy and using the bump offers he had in place, Russell's average order value reached as high as \$73, resulting in \$66 in profit per customer -- all while scaling to 7-figures in total monthly ad spend.

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#### **Rich Schefren**

Russell Brunson needs no introduction. I've known him for a very long time. He's one of the sharpest guys online and takes concepts that other people have started to create, times it by 10, and makes it simpler and easier.

He's got a couple of super strengths. He's amazing at simplifying, like in his book *Dotcom Secrets*. If I were to write that book, it would have been three times as long and much less motivating to anyone reading it and wanting to start a company.

He has the unique ability to know the 20% that causes the 80% critically. We've been friends for about a decade. He built ClickFunnels, which is dominating the industry.

I am excited to have you here, Russell.

#### **Russell Brunson**

Thanks for having me. It's a funny backstory; when I wrote that book, I was most scared to send it to you, out of everybody. I know how many books you've read!

We were at T&C, and I had two copies. When I gave it to you, I said, "Okay, just don't judge me." I had never written a book before. A week later, you messaged me and said, "Dude, this is good." I freaked out. I was like, "Okay, now I can start selling this book. If Rich thinks it's good, I'm not going to be embarrassed."

I've written three books now, and I feel like I'm starting to get good at going through tons of stuff, understanding it, and simplifying it. I'm not super technical or complicated. I doodle

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### *Russell Brunson*

things out conceptually, so the entire book is full of doodles. If I can doodle it, I can see how it all fits together to write about it.

Now, after six years of writing a lot of books, I realize that it's a skill to make things simpler for your readers—the same thing with ClickFunnels. The person who can make any process simpler is the one who makes the most money. So, ClickFunnels is just a simpler way to make a funnel. The books are simple ways to understand these concepts. The more we get better at simplifying things, the more money we make in the process.

#### **Rich Schefren**

Most people are not the same onstage as they are offstage. Not intentionally. You're more similar on and off. But when we talk about channeling energy to do a webinar or something like that, and we talk about channeling Russell, we call that “naive enthusiasm.” Like, “I don't know if this is going to work for you, but it worked for me, and this is how I did it.” That's what we call it.

It's like when Mark Ford read the manifesto 15 years ago or whatever. He told me that one of the reasons he liked it was that it was like a copywriting trick. He thought it was real—which it was—but it was a person who just discovered a secret and was excited to share it. That's the same energy you bring to your presentations, which gets the audience feeling that way, too. I think you do that unintentionally, but it's powerful nonetheless.

You've gotten to a place where people study you now. That's a real honor.

#### **Russell Brunson**

Thank you, that's cool. I saw somebody who took one of my presentations one day, and they broke it all down. They said, “This is what Russell is doing and why.” I thought, “Huh. I didn't know that's why I was doing that. That's pretty cool.”

#### **Rich Schefren**

When you reverse engineer it, you can see many intelligent things that you had no idea you were doing.

#### **Russell Brunson**

It's funny that you brought up the book initially because that's what I want to talk about. I know that people have seen book funnels and think they understand them. But the book funnels have been the secret to our rapid growth at ClickFunnels.

I keep telling people, and they don't believe me. But it's out in plain sight; it's these book funnels that we do. We have a lot of front-end funnels that bring people into ClickFunnels. But if you look at every book, every funnel, everything, we can track it. If someone buys this book, how long do they stick? Do they stick for 30 days, 60, or 90? Different books from different authors increase or decrease based on what the thing is.

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### *Russell Brunson*

The people who stick the longest and make us the most money initially come through a book funnel. And the book funnel also gives us the ability to generate customers at a profit, which is why I think so many companies struggle. Before we started recording, you were talking about Agora's model to break even being six months.

That's how they've grown their company to this multi-billion dollar empire. But I'm the other way. I don't have deep pockets. I was very nervous. Since we started creating these book funnels, they're profitable from day one.

We buy an ad. It makes money. We get a customer. Then, we pull them through our follow-up funnels, introducing them to ClickFunnels and getting them to stick and ascend in there, but the book funnels are it. That's the strategy and concept I want to dive into to show what we've done and how we do it. A lot of people see the book funnels from the outside as a free book offer. But they're missing the most important part of our marketing equation, by far.

I'm going to walk through the strategy.

The first book, *Dotcom Secrets*, contained all the stuff I had learned in the decade prior about funnel building. It was an essential part of our equation, too, because when we launched ClickFunnels, a software tool, people in the industry understood what a funnel was and saw the software made it easier.

Often, I think we assume that everyone around us knows what we know. So, I assumed everyone knew what funnels were. We launched, and I was like, "Here it comes, world, be ready." We put it out there. Crickets. Why was no one buying?

It was confusing. People would sign up, didn't get it, and would leave. It was painful at first. We launched ClickFunnels in September and then the book in February or March. It was four or five months later. The book launch did well. People read it, and suddenly, they started understanding the "why" behind it. Like, "Why am I building a funnel?" They read this and understood why they needed a funnel.

All of a sudden, they went back to the software, and the software became sticky. They started using it because they understood the strategy behind it. Often, people's businesses are very tactical—software's tactical. Supplements are tactical. I think there are so many tactical things. In the book, we lead with the strategy, so you're more likely to execute the tactics.

If you take away all the marketing, hype, and shine behind a business, the product people are selling the tactics of how to execute on whatever the thing is. Again, it could be software; it could be information, it could be coaching, it could be supplements. Those are all tactical, the

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### *Russell Brunson*

step-by-step thing. And, if you get the strategy, you'll go deep into the tactics. If you don't understand the strategy, you wade around the tactics for a few minutes, then think, "Well, I'm out. It doesn't make any sense."

The book became the very first tool. For two years, it was our front end. We'd drive traffic to this book, and we had a whole book funnel. We'd spend, on average, anywhere from \$10 to \$20 to sell a book on ads. But then, when people go through the book funnel, we usually average, depending on the ad source, anywhere from \$30 to \$60 per book sold. So, we spend \$20, making \$40, to make \$20 cash immediately at the point of sale. Then, the follow-up sequence pushes them into ClickFunnels. Now there's a strategy, and that's how we still do it.

I re-wrote all the books this last year, so now they're hardbound and twice as big. \$9.95 is our shipping and handling cost for this right now; then, on the order form, we have two bumps. The first order form bump is the audiobook version for about \$37, and the second is a one-day event where I teach the book's concepts for \$97.

The audiobook bump converts around 30%. The event converts at about 10%. With just those two things alone, every free book we give away makes a good amount. Then we have two upsells afterward. Upsell number one is the huge box set, where they get the box set with all the books, which converts well. And then the second one is a membership site course that goes deeper into the principles and gives them some other software and bonuses. That's the funnel. All the book funnels look very similar. Most of the upsells afterward are the same, and just the book changes.

It's nice; I don't have to rebuild the entire funnel, I just have a new front end, and the rest of the funnel just works.

That was the first one we did. Like I said, for two years, it was awesome. Then, I started looking at the next place our customers were getting stuck. I started thinking and surveying, and what we found is that most people in our community were getting stuck at making a funnel that works with the messaging and story. Those things were more difficult.

So, I wrote the second book with two goals. Number one was getting customers to understand how to sell. But number two opened up a huge new segment of the market to me: People who didn't know what a funnel was but had advice or expertise and wanted to make money selling their information. That's why the second book, *Expert Secrets*, came out.

*Dotcom Secrets* was for the segment of the market that has online businesses. *Expert Secrets* opened up a whole part of the market for people who don't have a business yet, but want to be a coach, an author, or have an expertise of some sort.

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### *Russell Brunson*

*Expert Secrets* opened up this whole new world of people to us. I thought, "What's a segment of the world that needs funnels they're not currently addressing?" And the thought was network marketing.

So, we did a quick project called *Network Marketing Secrets*; the skinny books. The goal was to open up the market segment to get all the network marketers to start using ClickFunnels. It's like one-tenth as long, so it didn't take me very long to write. It bridges the gap between network marketing and how a funnel would work. We put the book funnel up, and now we help big companies and brands bridge strategy and tactics.

#### **Rich Schefren**

How did you come to that? Did you analyze your customers?

#### **Russell Brunson**

It was a couple of things. I have a networking background, so I know the industry, how big it is, and how rabid these customers are. Number two is that one of the biggest questions I got in training was, "Will this work for a network marketer?"

I kept seeing it repeatedly and saw how I could tweak the previous book to close the gap.

So, it's a book that connects the dots, really simple. And then, boom, it opens up that segment of the market. And then, again, the coolest thing about all these book funnels is that it costs us \$20 bucks to sell a book, we make \$40, and I don't have an advertising budget so that I can spend an insane amount of money.

We spend a million bucks a month promoting our books right now because it's free. I get the money back immediately, at the point of sale. I don't have to wait a month or 60 days. Then, after I have it, I can introduce all these buyers to ClickFunnels for free, and there's no new acquisition cost at all, which is why it's so powerful.

Then fast forward, two years later. I asked our audience, "What's the biggest thing you are stuck on?" Then we created something new to open up a new segment of the market. That's when I wrote the third book, *Traffic Secrets*.

Existing customers said, "I have a funnel, but it's not making money. I don't know how to get traffic." So, this helped the existing audience. But then, because most people don't know what a funnel is, but most people know what traffic is, it opened up a market of people with businesses who want traffic.

They get the book and realize, "Oh, to get traffic, I need the funnel." And then it opens them up to my whole world. *Traffic Secrets* has opened this huge new segment bigger than all the other

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### *Russell Brunson*

things we've done in the past. This is the first book to hit the New York Times bestseller list. It's bigger and just continues to sell because it's much more mass-market.

That's the strategy. As I said, it does a couple of things. It gets our customers stickier because it solves a problem that they're currently struggling with. It opens up a whole new segment of the market that we didn't have access to before. We couldn't speak their lingo before. They didn't understand funnels, but they knew the traffic piece, and so it opens up that world, grabs them, and brings them back to us.

#### **Rich Schefren**

What do you see as the common mistakes people make when doing a book funnel? Why do yours do so well? What advice do you have?

#### **Russell Brunson**

Some people think they have to write a book, which is the hardest thing. You are an amazingly prolific writer. Writing, for me, is the hardest of all the things I do. But you don't have to write a book, either. There's one funnel we have that out-converts all my book funnels, and it's my perfect webinar script. It's a piece of paper with a framework of how I do my webinars and a CD. It explains how to use the framework. It took me one hour to record the CD and a piece of paper that we printed out at Kinko's. It still out-converts all of the others.

Don't think you have to sit down and write a book for the next decade. Just find a real problem that your existing audience is struggling with. If you can solve that, it's going to make them stickier. Then ask how it also opens up a new segment of the market that wouldn't have had access to you otherwise. When you start thinking through that lens, it becomes really simple. You can take a year to write a book. You can spend a weekend and record something really quick. Or, like Frank Kern, you can take a webinar presentation, transcribe it, throw it in a book, and boom, it's a book funnel.

A mistake people make is thinking they have to go and spend a year writing a book. I wouldn't recommend that unless you are prone to writing anyway. Another mistake is that they don't put out something good when they do put something out. If *Dotcom Secrets* would have been a 300-page sales pitch for ClickFunnels, I don't think it would have grown on its own. I tried to write a legitimately good book. Then, on the last page, we mention how ClickFunnels makes it simpler. But the book wasn't about that; it was about the strategy. I wanted people to get it and get good stuff from it. You've got to blow their minds. Then, they'll be hooked.

#### **Rich Schefren**

When you talked, I was reminded about when you did the 52 split tests. I remember having a conversation with you about that, and you said something along the lines of, "Think about the people that would find this valuable. These are the exact people you want to talk to." You were 100% right.

## *Interview FOUR*

### *Russell Brunson*

You've walked us through the *Dotcom Secrets*, *Traffic Secrets*, and all those secrets. Is this an intuitive process for you? Or do you think about your customer, their problems, and their goals and aspirations? Is there anything more formal?

#### **Russell Brunson**

Now, inside ClickFunnels, we're doing more customer surveys and data and all that kind of stuff. But for me, it's less of that. I feel like I have a pretty good pulse on the market. It drives my team crazy because we'll be doing a campaign, and they want to pre-write the emails for the next three weeks because they want to get everything ready and done.

And I'll say, "You can't do that. You can't feel the pulse of the market if you pre-write your emails six weeks in advance. We have to feel what's happening. What are people talking about? What are the current events? What're the frustrations and the complaints?"

I spent a lot of time socially, watching what people are saying, listening, and seeing consistent frustrations. We get cancellation reports from ClickFunnels and the top 10 reasons people cancel, whether they have a funnel but no traffic or a funnel that's not converting. You start seeing patterns. But a lot is just in the market. The more you're in it and paying attention, the more you just feel its pulse, and you can see the questions that keep coming up.

A lot of entrepreneurs try to automate everything. They set it all up, it's all automated, and they step back, thinking, "Oh, I'm done." You can do that, but man, you're going to miss so much.

#### **Rich Schefren**

I 100% agree. I've always told my private clients to have some element of their company that does coaching, even if it's only 10 or 20 people from the market. Because if you want to get the real truth from people, coach them. Then they'll tell you what their deepest fears are. When you hear the same pattern with enough people, you'll know the market in a way that very few people do.

#### **Russell Brunson**

Last year, I turned it off, but I ran my inner circle coaching program from a year before ClickFunnels started until last year, and we had 100 students in there. They came to Boise twice a year. When their funnels were working, I got to hear about it. When they were stuck, I heard about it. That's just a tiny sample size of the entire audience. I agree with that. Many founders would be better off if they would coach people because you get real-time frustrations and anxieties—and you quickly figure out how to address them.

Intricacies are just in understanding—in my community, we call it funnel hacking—other people's stuff and looking at how it works. Every book that's ever been for sale on the internet that's not on Amazon and has been in any kind of funnel, I bought. I take pictures of every single page to study, to watch, and to learn. If you look at my book funnels now, they all look

## *Interview FOUR*

### *Russell Brunson*

very, very similar. That's because we found what we call "the control." We know it's going to work.

We try to beat the control, but we have control. When we do something that beats the control, we go back and apply it to all the other ones. If you want to see the book funnel in-depth, look at any of mine. Because, again, this is the control, after seven years of split testing a million different things. I know that the book, shipping, and handling have to be below \$10 for it to work. I know that one order form bump is good, but two is way better. And having it at \$37 and \$97 is the biggest thing to increase your average cart value. My first upsell is \$97. My second upsell is \$297. That's the sweet spot. If I go lower in price or higher in price or whatever those variations are, the whole thing collapses.

I know the control from the beginning. This is what a page's structure should look like, the layout, everything. Then it's saying, "What's the offer we have to create to justify the \$297 price point?" Then an offer that's worth ten times that much. So, what's a \$3,000 offer we can create that we can sell for \$297? Here's a \$97 offer. What's an offer we can make that's worth ten times, so it's going to be a \$1,000 offer we can sell for \$97? Then that becomes the offer.

When we launched *Traffic Secrets*, we had the highest numbers on a book funnel in the first 90 days. I think our cost was in the \$7 to \$8 range. For the first 90 days, our average cart value was \$72 or \$73. Which is crazy for a free book funnel. I'm putting in less than \$10; I'm getting \$70. That's how we sold so many. That's why it was everywhere. If you looked at ads, it was because the numbers were so good.

It's that structure. We know what it is, and it's perfected. You just model it. So, it's not saying, "I've got to write a book." It's thinking, "Here are the price points. Here's the structure. What offers do I have that fit in these places?"

Like my video on the landing pages, we find that we have to grab their attention quickly. So, in the first 10, 12 seconds, you'll notice that I'm in a unique spot where things are happening. There are visual and audio hooks. Some people won't hear the audio now that Chrome doesn't play the audio by default. Some people just saw an ad on Facebook. You're going to notice *Traffic Secrets* and that I'm walking down the street. There are cars behind me. The lighting is beautiful. I'm talking with my hands. I'm creating a ten-second hook, where I've got to get them to click on that button, or I've lost them.

From there, it transitions. I'm not standing in one spot in the video. I'm taking somebody on a journey, where you're coming with me here and there. And then, eventually, after the first minute and a half, I'm sitting in an office. I spend the next two minutes going through features and benefits and reading from a teleprompter. At that point, I've got them. Make that first 10 seconds attention-grabbing, or else you lose them.

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### *Russell Brunson*

We didn't guess that. It's 100% testing over and over again and thinking, "What's the hook that's going to grab attention? I've got 10 seconds." The visual hooks, audio hooks, and even facial hooks. That's why I exclaim, "Ah!" Because you got to grab them, click the button, and keep moving them through.

It's just looking deeply at all the little things. I always tell people, "When you buy anything from me, buy things slowly and just watch the process, because man, every detail has been thought out and tested a million times over." We recently hired a company that's one of the best in the world at split testing. You give them your funnel, and they split test everything for two months. They sent me a message back last week. They said, "Your funnel is good. I don't know how to beat it." They couldn't figure out how to beat it!

#### **Rich Schefren**

I think I told you about this, but I bet you, on anything, you would price it. We had somewhere between a 70% and 80% upsell rate when I did the mystery box thing. And if you think about it, it makes sense from the standpoint that they can't *not* get it because it doesn't apply to them. After all, they don't know what's in it. But you promise that it's worth ten times more than what they're paying. And if they don't like it, they can get a refund. It makes sense that it would convert so well.

We mail out a physical box—just a big box with a question mark on it. And I'm asking them how much they trust me.

Michael Porter's activity map concept is that, with an activity map, you put down all the core activities that the business does that provide it with a competitive advantage. Because you're putting all those activities down on a page, they are interconnected.

The more interconnected the activity map, the more difficult the business or strategic position is to clone.

#### **Russell Brunson**

Yeah, that's interesting.

#### **Rich Schefren**

I thought you would dig it. It certainly has nothing to do with book funnels. Still, it can, from a standpoint that book funnels support entryways into markets, so I could see that being part of the marketing equation. To get access to that same market, they would need to come in with some kind of educational material or whatnot. So, it's just an interesting way of categorizing activities, seeing your strategic advantage, and ensuring that the business supports you and would be difficult for others to copy.

Any final words of wisdom relating to book funnels?

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### *Russell Brunson*

#### **Russell Brunson**

I'll share one more cool thing we've been doing. This works with book funnels or any kind of front-end funnels, especially if you have multiple ones. Right now, we're using this when someone registers for any of our webinars, our Funnel Fridays Trainings, our challenge, or any of the things we do right now that are free.

When someone registers now, it asks, "Real quick, before we finish your registration, what's your biggest struggle in business right now? Is it A, I don't have a funnel, B, I don't have a product yet, or C, I don't have any traffic? Let me know down below."

Depending on what they click, it'll take them to a different thank you page. And the thank you page is me saying, "Thank you so much for registering for the webinar. Hey, you just told me the biggest thing you're struggling with right now is traffic. I want you to get a free copy of my book down below." Or, "Hey, the biggest thing you're struggling with is you don't have a product yet, learn how to make one inside *Expert Secrets*."

Right now, we're averaging about \$17 per opt-in from our webinar funnel. We're pushing people to the book funnel from everything else, based on where they're struggling.

It's a simple thing we did as a test one time, and we made over \$100,000 from the registration of the webinar before we actually did the webinar. And I said, "Okay, this is going on every single thing we ever do." On almost anything that you opt into for me right now, you'll notice that it asks you which one of these things you're struggling with the most, and it pushes you to a different thank you page with a book offer.

As you have multiple front ends that solve different problems, ask people their problem every time you invite them to an event or training, then push them to the one they need. It's one of the fastest ways to profit from ads and get people into your buying sequences.

Watch or listen to this interview by scanning these QR Codes with your cell phone camera.



WATCH



LISTEN

## *Interview FOUR*

*Russell Brunson*

### **ACTION GUIDE:**

The Free Book Funnel That Generated \$66 In Profit Per Customer

#### **PROBLEM**

Driving traffic to a free offer is an easy way to build a list of leads. But instead of just collecting leads, how can you acquire customers at a profit by the time they complete the funnel?

#### **SOLUTION**

Follow Russell's "book funnel" method to acquire customers by giving away a book for the cost of shipping. Then increase the average order value (AOV) with a specific series of "bump offers."

#### **STEPS**

1. Create a book that solves a key problem in your market
2. For growth, make sure your book appeals towards a segment of the market that you do not yet have access to
3. Create a funnel that offers the book for free, where the initial cost is the price of shipping and handling
4. Include order form "bump offers" to increase the average order value
5. (Optional) Repeat the process with new books that offer solutions to different problems

#### **BENEFITS**

- Generates customers at a profit
- Retains customers for longer
- Allows you to introduce backend offers without wasting ad spend
- Solves a problem that customers are struggling with
- Opens up segments of markets that you never had access to

#### **CASE STUDY**

Using this strategy, Russell acquired customers for as little as \$7 during his Traffic Secrets book launch. And with the bump offers he had in place, the average order value reached as high as \$73, leading to a profit of about \$66 per customer.

## *Interview FOUR*

### *Russell Brunson*

#### **SOURCE**

Russell Brunson is a serial entrepreneur, world class marketer, speaker and a New York Times Best Selling author. Over the past 15 years, he has built a following of over a million entrepreneurs, sold hundreds of thousands of copies of his books, popularized the concept of sales funnels, and co-founded ClickFunnels, a software company that helps tens of thousands of entrepreneurs quickly get their message out to the marketplace. To learn more about Russel, visit <https://www.russellbrunson.com/>.

# *Interview FIVE*

## *Aleric Heck*

### *The 8-Figure Omnipresent Retargeting Machine*

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#### **Introduction**

After buying traffic online and sending leads into your funnel, the way you follow up with folks that didn't take your offer can turn a losing campaign into a winner.

That's why Aleric Heck – the Founder of AdsOutreach – created what he calls the “Omnipresent Retargeting Machine”, which helped his business scale to 8-figures by indoctrinating his leads with 4 specific types of ads that practically follow his prospects around the Internet.

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#### **Rich Schefren**

Aleric Heck is a YouTube ninja of advertising. His previous contribution segment was probably one of the most popular that we did this year. I am really excited to have him back. Aleric, is there anything that you want people to know about you, besides the fact that you're like a YouTube god?

#### **Aleric Heck**

Thank you so much for having me back on Rich, last time was so fun. I remember diving deep into YouTube ads and this time, I'm really excited to talk about what I call the Omnipresent Retargeting Machine. In the last episode, we talked about YouTube ads and how you can use YouTube video ads to get in front of your ideal clients. When a prospective client has intent, they're looking something up and you can get in front of them. You have a hook, you pull them in, you educate them, and you provide value in a video, which we know converts so well. Go back and watch that episode to learn some of the strategies and get them into your funnel.

I had a lot of people ask what to do after you have people in your funnel. You will always have a percentage of people that your funnel converts right away and become a client but the majority of people don't immediately become a client. So what can you do with them?

Today I want to talk about the [Omnipresent Retargeting Machine](#) and how you can use it to convert those leads into clients. With this system, you will be able to add value and prompt them to schedule a call, purchase your course, or take whatever that next step is to work with you.

There are different types of retargeting that we'll talk about in a second. I like to think about the Omnipresent Retargeting Machine as a gigantic microwave and the leads you have in your business as popcorn kernels. Some of the kernels pop right away and some are unpopped. The ones that have popped are the leads that have gone through your funnel and converted while the unpopped kernels are the leads that have not yet converted.

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### *Aleric Heck*

Just like you need to turn the microwave back on to reheat those unpopped kernels in order to make them pop, you need to turn on the Omnipresent Retargeting Machine to retarget those leads and turn them into clients. In order to convert leads, you need to retarget them not just on YouTube and Facebook, but also by running a variety of different ads in a variety of places. You want to show up in Google Display Ads and Google searches when they look you up. You also want to be running ads on Pinterest, LinkedIn, Twitter, Instagram, and anywhere else that your potential clients are.

We don't want to just retarget them by running ads that remind them to book a call, we also want to retarget them by sending them values such as testimonials, case studies, and other trainings that you have. The Omnipresent Retargeting Machine uses value to warm those leads and convert them just like the microwave uses heat to warm up those unpopped kernels and pop them.

That's what I'm excited to talk about today.

#### **Rich Schefren**

Very cool. So, let's dive in.

#### **Aleric Heck**

What I really want to talk about is, what does this actually look like? Then I'll have a back and forth with Rich if he has any questions because I'm sure people watching are like thinking those things as well.

Before I talk about all of the platforms and the mechanisms and really get excited about that, I want to talk about what you should be retargeting people with. I have found that there are four key pieces of retargeting content and you have to have the right balance between all four.

The first type of retargeting content is call-to-action retargeting and this is the most common type. This type of content is essentially reminding people to buy your course to take whatever that next step is to buy from you. The problem is if you only do this type of content over and over, you're reaching people that had a reason why they didn't buy or book a call in the first place. You're not actually doing anything to change the outcome. If timing is the objection, then you may get them with this type of content alone. That's what I think a lot of people don't understand about retargeting.

If the objection is time then you can reach them with an ad when the time is right, but how can we overcome other objections? What are the other objections that people have that you can get them over with your other retargeting content?

The second type of retargeting content is one of my favorites: testimonials and case studies. This type of content provides proof of results and gets them excited about what's possible for them. You can showcase your best testimonials and case studies in a video format for YouTube, Facebook, and LinkedIn. You can also run a Google Display Ad for something like "[YOUR

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PROGRAM NAME] reviews” where we direct people to our testimonials page. We’re not just asking them to book a call, we’re actually showing them proof that our method works.

We actually even have something called our testimonials supercut that condenses three or four dozen different testimonials down into one video. It's just pounding the viewer with proof. We have this on our application page. We're also running this as ads everywhere, not just on YouTube and Facebook, but also it actually works really well on LinkedIn.

The third type of retargeting content is value add content. This type of content is actually teaching them something in the ad itself. I love YouTube Discovery Ads for this. It's not the kind of ads that appear in front of other videos, it's on the home feed and you'll see it has a little yellow ad icon but it looks like a thumbnail of a regular video.

YouTube Discovery Ads are incredibly powerful for your value add content because it feels like you naturally found the video instead of it showing up as an ad. If you're trying to get people to actually consume the content on your YouTube channel, you could run these YouTube Discovery Ads. You’ve probably watched some of these and didn't even realize that they were ads.

The fourth type of retargeting content re-opt-in ad. With this type of ad, you’re getting people who have signed up for one training to consume another training. For us, the best example is where we target people who have watched our webinar on YouTube Ads to get them to watch our Omnipresent Retargeting Machine webinar. If you’ve seen one and haven’t become a client, we send you to the other one.

This doesn't even have to be a huge webinar. It could be a simple training or a piece of valuable content that lives on your website that requires them to enter their name and email again.

#### **Rich Schefren**

I've covered some different retargeting strategies and I totally agree with you. I did a presentation on retargeting for the Agora publishers in France and the slides are available in the Facebook group. If someone has seen your offer and is not taking you up on it, showing them the offer a hundred more times is not necessarily the best approach.

One reason why people might not take you up on the offers is they don't believe you so retargeting with proof ads makes you more believable. Another type of ad might be to add a bonus to sweeten the pot. Another one might be a countdown of when that offer is going to be removed and to create urgency.

When I did a Steal Our Winners with Scott Oldford, he talked about his ROI method which stands for relevancy, omnipresence, and intimacy. He has 14 different categories of content that he follows up with to create intimacy. From his perspective, it was an intimacy in the prospect learning more about him. These were valuable posts but also included things like his backstory

## *Interview FIVE*

### *Aleric Heck*

or why he does what he does. People have to feel like you understand them as well as them understanding you.

I believe that the fear of future regret is a strong motivator for someone to purchase now. I've shared this story numerous times about test prep for CPAs. Let's say you want to be a certified public accountant and you have to take the CPA exam and get a certain score to become a CPA. The retargeting strategy for that company was to actually retarget the people that didn't buy with ads that contained very difficult questions from former CPA exams. That ad would show the question and also say "You would be able to answer that if you took the test prep." It just continued to retarget the person with difficult test questions that probably could not answer with the hope of wearing down that resistance because they realize how much they don't know.

There are so many ways that coaches, consultants, and all sorts of different types of businesses can retarget. The lazy way that we've probably learned from Amazon is just showing an ad for something you've added to your cart. They don't know why I'm buying this product and they don't retarget based on any objections.

To your last point, I did a consulting gig and the client had this huge health list. One of my suggestions to them was to break up that list. We would do that by sending them an opt-in offer for a special report on something specific, like diabetes, in order to understand what they were interested in. Also, when someone opts in for something specific like that special report, the relationship starts anew. The act of opting in again does have a lot of power to it.

I've always been under the impression that you need an identity graph. You need something that allows you to follow that individual anywhere and everywhere because if they take an action somewhere, that's reflected everywhere else. That's probably more advanced than anyone really needs to be doing right now.

#### **Aleric Heck**

There are different levels to how you implement this. We want to get everybody away from the basic call to action where you just hammer them over the head with the same offer. Getting your call to action ads down is a great place to start. After that, focus on getting the proof and value ads down. The re-opt-in content is kind of teetering on the edge of going into more of an advanced strategy.

You get all of those down and then you target them to all of the people on your list. Maybe you're not doing a ton of segmentation, but you can take this and go advanced with it like you're describing right. Now all of a sudden, you're doing segmentation, you're doing graphing. You're basically figuring out that this person actually interacted over here, but they didn't interact over there so we're going to show them this particular thing. You can get to a point where if they actually go to your application page they didn't apply within five minutes, you send them an email that says, "Hey, are you still going to apply?"

## *Interview FIVE*

### *Aleric Heck*

You have all of these ads that can interact with that as well. There's an advanced and a super-advanced version. We're in the advanced category but we could take it further. There's so much more that we can do and that excites me. But just going to this point where you have a solid omnipresent strategy where you have that microwave creates such amazing results.

You can go deep into any of these retargeting content types. For instance, you can take one testimonial and run it everywhere, not just on YouTube as a YouTube video ad, but also on Facebook and LinkedIn. You can use the YouTube Discovery Ads for this testimonial video as well. There are so many advanced things you can do.

I'm sure you've had guests that are email marketing experts. I love emailing but I really love my retargeting list. This is the list that you can upload so you can target those people on various platforms. There are so many ways you can advertise and I think that one of the biggest assets you have in your business is your retargeting list. A lot of people are really underutilizing this.

#### **Rich Schefren**

I totally agree. I also agree that it can get overwhelming pretty fast so start simple.

#### **Aleric Heck**

It's actually a lot easier than people think to make sure that you leverage the platform if how to do it, right. What a lot of people don't know is there are so many different types of YouTube ads and Google ads. The big thing is you start off with your YouTube retargeting ads. Those are the ads that appear in front of other videos and you can have your calls to action and optimize for applications for purchases. This is that classic call to action ad that we talked about but you could also have testimonials and proof pop-up in front of other videos.

There are all kinds of different strategies that you can use, which is what's so exciting, but let's just put it into the four content types we discussed. We actually have an in-stream value-based ad that reminds people that they only pay on YouTube if they watch more than 30 seconds and it's one of our highest converting retargeting ads.

In it, I say that one of the best parts of YouTube ads is that you only pay if somebody watches your ad for 30 seconds. I timed it perfectly to the 30-second mark and that's still one of our highest converting retargeting ads. That works really well because, obviously it's got kind of a funny gimmick, but also it's providing value and it's educating.

We have classic ads that are just focused on booking a call and those are banner ads. At the same time, we're actually teaching something, and then at the end of it we ask people to book a call. Even if they don't book a call on that ad, they'll still remember it because it's value-focused.

For the re-opt-in, you would just take the same sort of ad you'd run to a cold audience but acknowledge that they're already in your funnel. Something like, "You've seen how we can use YouTube ads, but now I want to invite you to our Omnipresent Retargeting Machine webinar."

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### *Aleric Heck*

We're just optimizing to get them registered on that new webinar. We're only running that to people that have already opted in for the other webinar but haven't become a client yet. We also do something similar to target people who are clients that haven't upgraded into our Omnipresent Retargeting Machine program.

#### **Rich Schefren**

I still haven't kicked my habit of YouTube Red so because of that, I don't know how many ads I really am seeing, if any. I've saved ads on Facebook and Instagram and I would assume that I've done the same on YouTube as well.

#### **Aleric Heck**

Things like YouTube Red illustrate why omnipresent is so valuable. Maybe someone won't see your ad on YouTube but they'll see it on Facebook or they'll see your Google Display Ad. And what if someone isn't on a particular platform and that's the only place you're running ads? You want to diversify the top of your funnel.

If you're targeting the coaches, consultants, course creators, expert-based businesses like we are, you can afford to pay a lot more than Geico because those eyeballs are more valuable. It's not even that much more. You have to outbid them and then you own people's internet. It's crazy.

#### **Rich Schefren**

Is there an easier way to be omnipresent?

#### **Aleric Heck**

That's a really good question. There are different tools that you can use. One that I do recommend is AdRoll because it lets you get on a wide variety of different banner platform sites. They actually integrate with a wide variety of different websites. We're also on Taboola Outbrain to get extra inventory, but basically, AdRoll does a really good job getting all the different banner ads and it plugs into Google. Taboola Outbrain plugs into the regular options and puts them all in one place.

We've already switched a bunch of those banner ads to go to our testimonial page so people can see case studies. Now we're switching even more to be on the omnipresent webinar and omnipresent strategy call depending on where they are.

With Google Display Ads you can basically do the same thing. With Omnipresent, it is different from advertising to cold traffic. You always have to be adapting and looking at how you can scale what's working up and kill what isn't working. If you have a good overall strategy and you're monitoring it, you can usually get away with running a lot of the same ads once you set it up. Then you keep building onto it until you're building this huge machine that's retargeting. There's less maintenance required once you have it set up. I'm not going to say there's none though, because you always want to be checking, making sure it's working, and tweaking it.

## *Interview FIVE*

### *Aleric Heck*

You want to make sure you're fully leveraging each platform. Obviously, Facebook already integrates with Instagram really well and you have all of the different newsfeed ads that you can do. You can add story ads and Instagram-specific ads if you want. One thing that I love on Facebook is running Facebook ads to either ManyChat or a Facebook group. I put together a free training on this for our Facebook group. It's just another way to reach people. We're also growing our YouTube channel at the same time as well. We're getting all these different places that we're getting in front of people. Again, it's thinking about what are the different types of ads I can run.

You can run the classic Facebook ad but you can also run the value ads. So maybe you're running an ad about your backstory or you're running a video that doesn't have a call to action or you're running ads to the Facebook group, which is a hybrid of value and re-opt-in rolled into one.

You do the same thing on LinkedIn. You run all the LinkedIn ads that appear in the feed, but you can also run an ad to send a LinkedIn InMail message to people that are pixelated on your site with LinkedIn. It's crazy. You can actually send them a message. There are all of these different strategies you can use on every platform.

#### **Rich Schefren**

How many of these can you hit with AdRoll?

#### **Aleric Heck**

AdRoll actually does plug into a good amount of the different platforms. The main ones are going to be Google Display, Facebook, Twitter, and a lot of the large banner ad platforms. They have a video component, but I prefer to run videos directly on the platform.

For video ads on LinkedIn, we're doing that on LinkedIn and you always have that trade-off right between, what's the easiest to set up now versus what's going to give you the best long-term results. AdRoll does an incredible job with banner ads but when it comes to the other types of ads, it is good to leverage the platforms. There's just a little more you can do with it.

#### **Rich Schefren**

When someone is top-of-funnel or mid-funnel and they become a customer, how are you making sure that they're removed from those retargeting lists?

#### **Aleric Heck**

We have a couple of ways that we make sure that we remove people from different retargeting lists. We definitely make sure to remove them from re-opt-in and call to action ads because those are annoying to see after you've become a customer, but it's not perfect.

New clients get pulled off of the call to action ads and they start getting shown a strategic version of testimonial ads for our backend program or inner circle program that talks about omnipresent retargeting. They start to see more podcast interviews from me and more thought leadership

## *Interview FIVE*

### *Aleric Heck*

content. We didn't even touch on running podcasts as like value and proof all in one. They also start seeing more value videos and strategic re-opt-in.

I do run our Omnipresent Retargeting Machine as a re-opt-in even for people that have gone through it because I think it's valuable for people to see and that's our next program. So if you've mastered YouTube Ads, the Omnipresent Retargeting Machine is the next thing, for people to invest with us.

#### **Rich Schefren**

How does that person's email get removed without having to do a ton of work all the time?

#### **Aleric Heck**

That's a great question because you'd think that you'd have to do it manually. What you can do is connect to the platform's API using Zapier. You can set up a zap to have the email addresses of people who've purchased and add them to your exclusion list. AdRoll has one that we have set up. Specifically, with AdRoll, Google, and Facebook, we rely more so on the pixel on the side as opposed to exclusion lists based on emails as you're describing, but, AdRoll actually has this really well and you can do it on these other platforms too, where you can set up a zap.

#### **Rich Schefren**

How do you take care of attribution?

#### **Aleric Heck**

We have a model where typically in the past, we relied a lot on Google Analytics and setting up UTM tracking codes on everything. Everything is tracked through UTM so that we see if they're tagged and we know the flow that they went through. We're actually working pretty closely with a specific company, SegMetrics, that is just great. We're actually building out in the process of building out trainings for our clients and establishing a closer partnership with them. Obviously, there's a lot of different platforms out there. I've tried a bunch of different platforms.

What I will say though, is nothing is a hundred percent perfect but the goal is to get as close as possible. How can you get to 98, 99%? The ad platforms can get you to 80% if they're set up right and these other analytics platforms are going to help you dial it in to like 98% or. That's going to be really powerful, but it's also not going to make up for bad marketing.

#### **Rich Schefren**

Someone may have come from Google, or YouTube, or Facebook and you want to know that information, even if they don't convert at that point. When it comes to retargeting, you want to know what pushed them over the edge but you want to maintain knowledge of what they first came in on.

How do you determine what the retargeting budget should be for someone versus their acquisition budget?

## *Interview FIVE*

### *Aleric Heck*

#### **Aleric Heck**

A great starting point is starting at the 80/20. So 80% of your budget will go to cold traffic and then 20% will go to retargeting. I actually think that is very conservative and low on the retargeting side. We're more of a 70/30 split but we fluctuate by season. During the holidays, we push more cold traffic to bring in new people. When it comes to your retargeting spend, you have to be specific and careful because if you don't, it has a long-term effect. You also want to make sure that you're targeting people at a time when they're going to be closer to that buying stage.

We fluctuate from 65% to 75% on cold traffic but we're also always testing that there was also a time. We haven't been at 20% retargeting in a long time and 25% is probably like the lowest we've gone recently. Your ratio will depend on your business but a great place to start is not spending any less than 20% of your budget on retargeting.

#### **Rich Schefren**

Is it possible to get that video where you connect the dots between the YouTube ad, ManyChat, and a Facebook group?

#### **Aleric Heck**

Absolutely. I think that'll be pretty valuable for everybody as well.

#### **Rich Schefren**

This has been really instructional and interesting.

#### **Aleric Heck**

We covered a lot.

#### **Rich Schefren**

How much do I need to bid to make a video show up on LinkedIn versus Facebook? You're also selling a program that has a tremendous amount of margin in it. If someone's selling a hundred-dollar ebook or something like that, what they spend obviously changes dramatically.

#### **Aleric Heck**

What I recommend is at least putting \$20 per day behind each type of campaign. You don't have to do all the types at once. You don't have to test everything at once. There's a lot of low-hanging fruit that you can go after. Maybe you set up AdRoll with \$20 a day and now you're got banner ads everywhere in front of all the people that have opted in. You do \$20 a day of exact match search, that's the low-hanging fruit people that are looking up your name, and then you just redirect them to the piece of content you want. Then, you put \$20 a day behind YouTube in-stream retargeting. You're getting in front of people there, \$20 a day for the Discovery Ads.

That's a good initial starting strategy. Start with one and when you see it pay off, add the others. That lets you see what works and what doesn't work. That's how you can start slower. You can

## *Interview FIVE*

### *Aleric Heck*

start with something like \$10 as well. There's not really a minimum but I would recommend starting around the \$20 mark to really give each of them a shot but it's going to depend on the business.

#### **Rich Schefren**

Would you also say that spending 20% of the allowable acquisition cost makes sense? If you can spend \$300 to make this sale, maybe change your budgets around. You only spend 80% or \$140 to make the sale and you save \$60 for the retargeting of those people. That way you're still spending \$300 per sale.

#### **Aleric Heck**

Exactly. Spending somewhere between 20% to 40% of your budget on retargeting is probably the spot that most people want to be in. What you're going to see is half of your results coming from the retargeting and the other half coming from the top of the funnel. Now the important thing you have to remember is that some people might've found you other ways through organic or whatever, but most people who get attributed to retargeting came from that traffic.

#### **Rich Schefren**

We're talking about attribution. You could see that your retargeting has a 20,000% ROI but are you considering the ad that brought them in the first place?

#### **Aleric Heck**

Exactly. Where things started breaking for us was going beyond that 35% and to the 40% mark. You always want to test things. I wanted to test to see how far I could push it because those ads do provide better results than the cold traffic ads. But do they really? Because we know that the cold traffic ads originally brought the people in. You have to do those different attribution models to see where they come from originally. Their first and last click matters the most, but don't discount the middle of the funnel because that's all of the value posts and the re-opt-ins get them warmed up to make that final click and purchase.

#### **Rich Schefren**

Makes sense. Anything else that I didn't ask that I should have?

#### **Aleric Heck**

No, but that was great! I'm glad that we added that on because I think that's so powerful right here at the end, letting people know what the actual structure of an ad budget looks like but also remembering that retargeting and cold traffic are complementary.

#### **Rich Schefren**

I agree. Whenever your name comes up, people say that you follow them everywhere so it's working. I just want to thank you for sharing another great strategy. I'm sure it will make a difference in many businesses. I just want to say thank you.

**Aleric Heck** - Absolutely. Thank you so much, Rich. This is a lot of fun.

## *Interview FIVE*

*Aleric Heck*

Watch or listen to this interview by scanning these QR Codes with your cell phone camera.



WATCH



LISTEN

### **ACTION GUIDE:**

The 8-Figure Omnipresent Retargeting Machine

#### **PROBLEM**

After buying traffic online, what do you do with the rest of the leads that haven't completed your funnel yet? If you want the best retargeting results, you have to do more than just send emails.

#### **SOLUTION**

Create an "Omnipresent Retargeting Machine" to indoctrinate your leads further down your funnel with different types of ads. These constantly send them value and reminders to take the next step from a variety of ad platforms.

#### **STEPS**

1. Retarget leads by using a combination of the 4 ad types on multiple platforms:
  1. **CTA ad:** Encourage them to take the next step to book or complete a purchase
  2. **Proof ad:** Show testimonials or case studies
  3. **Value ad:** Provide educational content
  4. **Re-opt-in ad:** Get them to opt-in for another piece of training or content
2. Use AdRoll to launch ads on multiple platforms
3. Spend around 70% of your budget on cold traffic ads and 30% on retargeting ads
4. Continue testing the ads to optimize overall performance

## *Interview FIVE*

### *Aleric Heck*

#### **BENEFITS**

- Omnipresent approach gets your ads seen wherever your prospect goes
- Advertise on Youtube, Facebook, Google, LinkedIn, Twitter, Instagram, Snapchat, Pinterest and more
- Uses a mix of retargeting content that provides customers with enough push to make the sale

#### **CASE STUDY**

Aleric has taught this strategy to his clients to help them retarget their leads everywhere online, helping them gain new clients, increase retention and boost profits. He also used the same strategy to scale his own business to 8 figures.

#### **SOURCE**

Aleric Heck is a youtube ads expert, founder of AdsOutreach and a member of the ClickFunnels 2-Comma-Club. He helps entrepreneurs & marketers harness the power of YouTube Ads to grow & scale their businesses. To learn more about Aleric, visit <https://www.adoutreach.com/>.

# *Interview SIX*

## *Joe Schriefer*

### *Scaling To \$300 Million By Following The 3 P's*

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#### **Introduction**

Scaling an info-publishing business from scratch requires making the right moves at the right time to sustain growth. But which moves should you make, and when?

Joe Schriefer – the publisher who scaled Agora Financial – follows “The 3 P’s of Scaling”: promotions, products, and people – only moving to the next step when your foundation is strong enough. By using this strategy, Joe helped scale Agora Financial from \$30 million to \$300 million while 10x’ing the amount of promotions they launched.

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#### **Rich Schefren**

Hi everyone and welcome to another segment of Steal Our Winners. Today we are in for a real treat. We have a gentleman who I've had the privilege of working for and with. His name is Joseph Schriefer, and he is the fearless leader that helped grow Agora Financial from 30 million to 300 million. In the process of working his way up, he had pretty much every job you could think of. Today we're talking about specific marketing strategies, but he's a plethora of information on all things related to info publishing. So, Joe, welcome. Thank you for joining us.

#### **Joe Schriefer**

Thank you very much.

#### **Rich Schefren**

Excited to have you on since you helped launch this thing. It’s an honor and a pleasure to have you here.

#### **Joe Schriefer**

Likewise. I'm sad that it's taken us this long to get together for your audience given our history. Hopefully, we can wow everybody today with some thoughts and help everybody out there grow their businesses.

#### **Rich Schefren**

So, what are we talking about?

#### **Joe Schriefer**

I think we're talking about scale, right? When I look at the guests that you've had on, you've had better guests than what I could help anybody with for a lot of the acute areas of business. Obviously, in us getting together today, I'm not going to sit here and talk about YouTube ad-buying strategies because you had a Rick one for that. I'm not going to sit around and talk about

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### *Joe Schriefer*

different podcasting strategies or Facebook, because you have better people on for that. When we sat down and asked what we could talk about together, I thought one of the things that I could bring to everybody was really dealing with your business at scale – getting your business to scale and anticipating both the good and the bad that is going to come with this.

There's A) How do you get there? B) How do you deal with it? and C) How do you hopefully sustain it so that it doesn't crash back down to earth?

That's probably the unique viewpoint that I could bring to people today. That is the thing that I probably have on some of your guests. While they may have scaled an offer, I scaled a business and think I can help people out with that today.

#### **Rich Schefren**

Cool. All right. Where do you want to start?

#### **Joe Schriefer**

I think we should start with a common misconception people have about scale. When I talk about scale, I think there are three things that can help you scale your business. When I say these three things, people are going to say, "Yeah, I've heard that before," or they're going to dismiss it.

I believe there are three Ps to scaling your business (and here comes the part people are about to dismiss). I promise, just hang in with me for 60 seconds after I say it because then we can dissect these. While people may have heard these before, they've probably heard them in the wrong way or out of order, which has prevented them from scaling their business.

The three P's won't come as a secret to everybody. I'm going to do these out-of-order first, and then I'm going to do these in-order.

So, out-of-order, Products is one P. The second is People. The third is Promotions. Those are the three ingredients to scale.

If we were chefs or bakers and we had to come up with the ingredients that are on the back of our box to make whatever recipe we wanted to make, those are the only three ingredients we need. People, products, and promotions can help people scale their businesses. Again, unfortunately, I think people tackle these out of order or the wrong way. This leads to businesses that can't scale or offers that may not be able to scale. The first thing I want to do is define the order that people should do these things.

#### **Rich Schefren**

Sure, let's go to the first one.

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### *Joe Schriefer*

#### **Joe Schriefer**

In the proper order, promotions have to come first no matter what business you're in. As Rich knows, more than anybody else on this call, I've only had one business my whole life. That's been the info business on the financial side. When I got to the business and we were a \$30 million business, we did not have a lot of promotions. If you looked at Agora financial when I entered the business in 2004 or 2005, we were probably writing 12 to 15 different promotions a year, often for the same product, but with 12 or 15 different new angles.

I think at the height of our business, we were probably writing 150 new promotions a year. We've probably 10X'd the number of promotions that were coming out of our business. I think the first thing people get wrong around scale is they may have one promotion that's working, and they may illegitimately think that one promotion is going to be able to scale. They think they're going to keep offering and they're going to keep scaling across every single media source and that's going to be the keys to their kingdom in the future. They don't have a business. You hear this all the time on Shark Tank: "You don't have a business, you have an offer." Or in this case, you may have one promotion.

One promotion is a dangerous game to play, even if it's a great promotion. The first thing is to make sure that, no matter how many products you have, you have multiple angles and promotions to sell that product.

Now just to make sure that everybody understands the world we're operating in; we were selling info financial products. For us, a promotion would mean something like a full-link sales promotion that was anywhere from 30 pages in a Word document or 4,000+ words – at the shortest – up to 20,000 words or a hundred pages of a sales letter. When I say promotions, I don't mean the same angle but with a \$5 discount. I mean different ways of potentially interrupting your prospect's life, capturing their attention, and convincing them to buy the product you're offering.

For us in the info business, that was 30 to 50 to 100 pages. If you're selling physical goods, maybe this is only a page or two. The idea here is you want to make sure they're radically different angles to get into your prospect's mind and to show them why they need your product. Not just a \$2 off discount or a buy one, get one free. Those are tweaks. I'm talking about screams of tests, not whispers of tests.

That's the first thing. When we 10X'd the promotions, we 10X'd the business. I would make sure that anyone who is looking at their business has multiple, distinct ways to attract new customers. As we know, different ways are going to appeal to different customers. For us in the financial world, we're lucky because the financial markets are always changing. The federal reserve might be hiking or lowering interest rates, or the stock market might be going up, or tech stocks or old cryptos might be hot. It's relatively easy for us to create different promotions because the markets are always changing.

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Again, if you have a physical good, you might have to think really hard about this. Maybe this means you come up with different promotions to solve a fear or anxiety that someone may have. Maybe you take a totally different angle and show them how much better their life is going to be when they buy your products. Multiple hooks and different promotions were our number one secret to scaling.

Now the objection people may have with this is, “Okay, well, who’s going to write all these promotions?” Let's say you have a small business and you've got a physical good. You need a lot of promotions. Who should write these promotions? Ideally, if you have a small business, in the interest of saving money, there is going to be no better person that understands that product than you.

Some people may not think that they're copywriters, so you could hire outside copywriters. I would advise against this if you're a small business. Instead, you should try to read a couple of copywriting books and study a couple of promotions in the industry that are working. If you're a small business, I would encourage you as the owner to write as many different promotions as you possibly can. Even if you're not “a copywriter,” I think outsourcing to any copywriter is a “break glass in case of emergency strategy” when you’re at this size. You can do it, but I don’t think you're going to be happy with the result.

I don't think you want to begin outsourcing copy until you hit the next stage of growth. You've got to turn yourself into a copywriter if you're a small business owner and then constantly try to crank out promotions. Again, no one's going to understand the product like you are.

#### **Rich Schefren**

I just had a follow-up question to that. Let's say that we're talking to someone and right now they have a winning promotion and they're scaling that promotion. Now they're listening to this interview, and they don't have multiple promotions yet or anything like that. What benchmark should they try and hit before they do?

#### **Joe Schriefer**

If you have a promotion that is working but essentially, you're a business of one then you're a promotion of one, right? So obviously step number one is to continue to scale that promotion because your business may depend on it. The point is that you have that promotion stable and are getting outside traffic to it.

Once you have control, I would do everything possible to try to beat that control even while it's scaling. If you have outsourced media buying that you're comfortable with and are using for your existing promotion, turn your focus quickly back to trying to beat that control through new copy. By the time you experiment and test, chances are that your control might be fatiguing anyway.

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### *Joe Schriefer*

#### **Rich Schefren**

Along those same lines, you're not talking about trying to beat the control by making slight adjustments. You're talking about trying to beat the control by coming at it from a different angle, a different way.

#### **Joe Schriefer**

Absolutely. I don't know if it was Dan Kennedy that said it, but somebody much smarter than me said that you should test screams, not whispers. Do not sit around and try to change two words in your headline complex. Don't sit around and try to change your subscribe or buy now button from blue to red. While these may give you incremental bumps, you're looking for screams of tasks.

You can always incrementally improve the copy and the promotion once you've deemed it to be a new control. Once you have a control promotion out there, do everything in your power to try to beat that control through a new angle or by trying to unlock a new market for your product with a new angle. The best thing that you could have is multiple different controls out there with multiple angles that are all working to scale that particular product that you're now hedged on.

God forbid big tech, which you have railed against in the past, starts to cut off one of your offers. Well, now you may have one or two other offers hanging out there as well. Coming back to quote Dan Kennedy again, a lot of people know that he said, "The most dangerous number in business is the number one."

If you are a one-promotion business, that's pretty dangerous, right? Just like if you're a one-traffic sports business. So constantly coming up with those new angles may unlock a new market. And if you are cut off from any traffic source or network, or if one promotion radically changes because the world has changed, you're always hedged by having different bets.

#### **Rich Schefren**

Makes sense. Okay, what is next from the 3 Ps?

#### **Joe Schriefer**

The second P you want to move on to scaling is products. We'll save people for last because I think people make a big mistake when it comes to other people. The second stage of growth and of scale would be to scale your products. Once you have multiple promotions, the trick is going to be asking yourself, "Do these promotions fulfill the right types of products? By unlocking new promotions, have I found that I can unlock new products?"

There's a couple of different approaches here. Once you have a customer base and have customers coming in the door through these multiple promotions, one of the easiest things that you could do is create new products. Because now you have a customer list. The next best way to expand your business is to sell that existing customer base more products since you have them on your file and you have their trust.

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### *Joe Schriefer*

Another thing I see people doing in the industry is only having one promotion that they kind of let go of and don't really sell their customers anything else. I see them take their customer list and start pimping it out to sell other people's products. Maybe taking some type of affiliate rev share or some type of cost per acquisition.

The mistake I find in people doing that is that they're almost willing to pimp anything to the list, which is dangerous, right? They'll go to the highest CPA offer or the highest affiliate offer. It's tough because your list really doesn't trust that outside partner, your list trusts you. Why not make better products instead? And why not expand your business by going horizontally and selling your customer base way more products? As long as you don't violate the relationship with which they came in based on the product that they bought, you'll find other types of add-ons and complementary products.

Again, this is true for physical goods and for info products. If you look at the financial world, let's say we bring someone in on a low-price promotion around a technology stock that we think may double based on something that Elon Musk is doing. Once we have that customer in the door, we would start to expand that product line rapidly. In the financial markets, maybe you could play options against that same technology stock. Maybe there are charting systems that you can show the reader to multiply their money again and again through some type of new timing indicator around the particular stock.

The second key to scale is really to expand your products very rapidly. Now to go backward for a second, I would *not* start with products. If you start with products, you've got a lot to try to fulfill and you have a lot to try to create. If you want to start with one product and multiple promotions and then do your products, that's another mistake I see. That people either don't radically expand their products enough after they have customers in the door, or they start trying to expand their product without having any promotions to sell them. Really start with one product and then expand your promotions like crazy. Try to find a lot of different angles, try to find a new control, try to have customers coming in the door. Once those customers are coming in the door, then expand your product line rapidly.

#### **Rich Schefren**

Would your advice change if they had one frontend promotion that was working well, but they had no backend promotions? Would you potentially tell them to create a backend first and then do more promotions?

#### **Joe Schriefer**

I would say that the number one thing is to find promotions that could bring your customers in the door. Forget about the frontend and back end. I think in the Agora way, typically it's always been bringing in a frontend customer at a low price point, then selling them a backend. Just so that we're clear, in Agora terminology, we use frontends and backends a little bit differently than some other people.

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### *Joe Schriefer*

Typically, we would use a frontend as a sub \$99 price point. We would use a backend somewhere between a \$1,000 and \$5,000 price point. Other people may call what we call backends low-ticket items to their file. Maybe their frontend is a thousand dollars and maybe their high-end ticket backend is a \$10,000 backend.

I would say for right now, though, forget about the terminologies of frontend and backend. Really all you're trying to do in step number one with multiple promotions to bring in new customers from multiple different angles. You might find – and I think the financial newsletter world is finding this right now – that you go straight from cold traffic to what would be considered a backend through a specific promotion.

Maybe there's a specific funnel or a specific promotion that brings new customers into the business. We would define that as a backend in olden day terms. With step number one, it's really just buying promotions that can bring customers into your business. Step number two would be to create radically different promotions or different products that would be add-ons or complementary products. This is going to be dangerous to say, but I would almost forget about the frontend and backend terminology.

All you're really doing is trying to bring in customers and then try to scale out the products accordingly. Now with that being said, it probably doesn't make sense to build out a lot of low-price products. Once you have the customers on your file – be it whatever price point you've acquired them at – you don't have to try to re-acquire them through a low-price product.

Once they're on your file, I'd say to create more high-ticket items that you could sell to those customers. There's no real use in creating low-ticket items unless you think it's going to feed you back into scale step number one, which is being able to crank out new promotions to acquire new customers for those lower price products. But for most people, I would say continue to create higher ticket items in step number two to monetize and to show your existing readership base that you've acquired in step number one.

#### **Rich Schefren**

Makes sense, okay.

#### **Joe Schriefer**

Step number three is where I think people often start to get everything wrong, which is people. I would wait to scale your people last. I think too many business owners believe they're incompetent of being able to do a lot of jobs, and they start to hire a bunch of people to do the jobs instead.

They say, “Oh, I need media buyers. Oh, I need copywriters. Oh, I need operations people. Oh, I need fulfillment people.” All of a sudden, before they have a lot of promotions and before

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*Joe Schriefer*

they have a lot of products, they start hiring a whole lot of people. I think there's an empire-building, egotistical thing that a lot of us have. I've been guilty of this in the past.

They want to say to their family members that they have 22 employees or that their business has 30 people. Like it's some badge of honor. What I often see happening is, as we know, the more people you have the more problems you're going to have and the more mouths that you've got to feed when things go wrong.

So, I would wait to scale those people last. Especially because we live in a world now – and obviously I'm not saying anything that Tim Ferris didn't say in *The 4-Hour Workweek* – where you can outsource so much of your business and wait until the last possible moment to hire full-time employees. I don't know how most people are going to receive this, but I feel like I was a very terrible hirer over the years.

I think it's very tough to get the people part of the equation right. It's a very tough job to hire somebody cold off the street and have them be the right person for what your business needs. Of course, people put their best foot forward which means they pretend to be someone they are not in these job interviews.

Then they become part of your business, and it's hard to get rid of them. Especially nowadays, as maybe you'll feel bad firing people or you can't fire because of some laws that have been put in place in your state or around the employment situation of your company. People should absolutely wait to scale.

Now if you absolutely need to hire people, there's a couple of things that I think you should do to ensure that you're getting the best people. Number one – and Rich and I have talked about this many times – is to do personality studies. I believe you should absolutely do personality studies, and you should have a benchmark to measure any type of new applicant against what you consider to be the gold standard for that position.

There are two ways to get these gold standards. Number one, if you already have good employees in the specific area that you're looking to hire for, do a case study and get those same employees to take personality studies. From there, I'd try to find any commonalities amongst those good employees for that particular position.

Now if you're a business that doesn't really have anyone else in it or one where everybody is wearing the same hat, and you need to bring on people, let's say you're looking to hire media buyers. If you don't have any media buyers, I would ask any friends of yours in the industry, or any outsourced experts that you love to be part of this case study.

I would give them these personality studies so you can look for personality traits or characteristics that are common among these superstars in the area you're looking to hire for. Then, before you even have anyone in for an interview, get those applicants to take that same

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personality study and see how they bang up against those commonalities.

Oftentimes, I think the hiring process is done too quickly. I mean, I've done it in the past and I've put the wrong people in the wrong seats. It's really hard to get rid of them, right? Rich is a really nice person – and I hope I'm a nice person too – and together we'd have a hard time firing the wrong people once they get into the seat. We'd feel bad and we'd get to know their families, if they have children, where they went to school...

I think that often we hire because we think it's the thing that we need to do to grow the business. We're hiring the wrong people. I think coming back to the “hire slow, fire fast” adage is the right one. I think hiring slow would mean that you get people to take those personality studies and bang them up against the gold standard of character traits before you waste time on an interview. I think it's much easier to fake an in-person interview with all those trite things people say, and much harder to fake a personality study unless you're a sociopath or psychopath.

I would say scale people last and when you do scale your people, obviously look to hire slowly and look to fire quickly. Put everybody through some type of personality exam that's banged up against the gold standard in your industry.

If people are looking to hire copywriters for their business, I have a personality template for what I believe is to be a good copywriter. I think if people demonstrate these traits in the personality exams, then the ability for them to be a good copywriter is going to be higher than normal. Not that it's going to guarantee someone's success, but I'll give that template specifically for copywriters for you to give out to all the Steal Our Winners readers.

If anyone's looking to scale a copy team (specifically an in-house copy team), bump them up against this kind of gold standard template. Again, it won't guarantee results. I won't say that this person will turn out to be the world's best copywriter. I think you'll save yourself a lot of trouble and a lot of running through bad interviews or people.

#### **Rich Schefren**

No doubt about that. You built this based on lots of really good copywriters taking that personality test and lots of bad copywriters taking that personality test. To such an extent that very few people would have the ability to ever test that many copywriters in a lifetime. I think that's highly valuable and I appreciate that.

#### **Joe Schriefer**

Absolutely. Just to build upon that too, we studied about 50 of our internal copywriters, and we had both superstar and bad copywriters at the time. Obviously, they may not have suspected where they were in the pecking order. We gave them all the same personality exam and it was clear how the good ones stacked up with the same personality traits and how the bad ones

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### *Joe Schriefer*

stacked up with completely opposite personality traits. To the point that the bad ones really aren't in the business anymore; they've either parted ways or the business parted ways with them. Whereas the good ones have gone on to have multiple six-figure, seven-figure royalty checks that they receive each and every year.

That template, like Rich said, was developed over studying 50 different copywriters – good, bad, and mediocre – and really trying to see if there are commonalities amongst people that could predetermine their success in that role before they ever started generating an idea or putting pen to paper.

I think at the point that you get to people, really what you're looking for is to put the right person in the right seat who is either a superstar upfront or coachable. Some people aren't going to be coachable from the get-go, right? If you're looking to hire a superstar, I would 1000% rely on those personality exams. Again, I wouldn't even get to stage three of scale until those first two are conquered. I would do everything within my power to wait to hire people until the very last moment.

Again, while it may feel good during a cocktail hour or holiday parties to tell everybody how big your business is, it's only going to lead to problems down the road. If you haven't solved stages number one and two and have a robust, deep bench of promotions and a deep bench of products, then you'll get stuck laying people off if those products or promotions get banned or cut off or stop working or anything like that.

As simple as that is, if you look at the success of the previous business I was a part of, there was a lot of nuance to it. When it comes to an info business, I think it's as simple as doing those three things in that exact order.

Scaling up your promotions first, scaling up your product second, and then waiting until the very last moment to scale up those people. The final thing I'll say about the people equation -- there's a chart out there and I'll give it to you which I'm sure you've seen, Rich, because you're way more well-read than I am. It's layers of complexity when you start adding people to your business. This chart starts off and it shows how many layers of complexity are there.

When you have three people in the business, person A could talk to person B, person A can talk to person C, you could talk to person B, etc. There are nine layers of complexity. As you start adding people, the layers of complexity exponentially increase to the point that your 16th person or 17th person may add something like 150 new layers of complexity.

I would caution people against that until you're really ready for that. Especially, if you're talking about large-scale businesses. When you get past that \$50 million mark, the \$100 million dollar mark, then the \$150 million mark the layers of complexity of the business will exponentially increase. You have to be damn well prepared for every single person you add to really make sure they're the right person. They are going to come with a lot of HR or other problems that you may not even anticipate or see for your business.

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Think hard about stage number three. You're going to have to get there eventually since I don't think you can have an enormously large business that's totally outsourced. You could definitely have an outsourced business in stage one and two, and then delay that stage three as long as you can. This way you can make sure that you're hiring the proper people the proper way before you really try to take the business to the ultimate scale you want.

#### **Rich Schefren**

I want to circle back to a few things, but before I do that, do you have any preferred type of people that you like to hire first? For roles like copywriters, marketers, media buyers, etc.

#### **Joe Schriefer**

The preferred people that I want to hire first in the business are going to be people who don't care about titles. People that are utility players, people that aren't defined-position players. So if it's Rich and Joe sitting here and we have a widget that we are selling on Amazon, obviously would try to find many different promotional angles and many different Amazon titles that are searchable so people can find our widgets. That would be step number one. Step number two would maybe be to sell people five or six different widgets after we've sold them one.

Let's say we get to stage three. Now we've got to start hiring, the very first people beyond ourselves that I would hire would be people that don't care about titles. In other words, people that I could coach up to play the utility role. They may be a marketer today. They may be a copywriter tomorrow. They may have to work on fulfillment issues the next day.

I want those utility players first. The reason I want those utility players is because they could handle anything that's going on in the business. I would wait to hire position players until the business gets more robust and gets a deeper bench of everything. I think it really depends on what type of business you're in. If you're scaling an info business, I would say that the position players that you probably want to hire first outside of your utility players would be copywriters. That's really what's going to take you to the next level, right?

You don't need operational fulfillment people until the copywriters have brought in a ton of new people. I would hire copywriters absolutely number one because they're going to be the first ones to throw fuel on the proverbial scale fire. I'm assuming that the lead person is either the guru, the person who owns the businesses is the guru, or that you have gurus, and that you have product creation down at that point. From there, I build out whatever the copywriters are breaking.

For example, maybe copywriters have created so many orders that your fulfillment house can't keep up. It's a massive mistake for people to start hiring everybody else at once. Before they do this, if they want to scale the business, they have to make sure they are bringing in hundreds, thousands, or tens or hundreds of thousands of new customers in the door. The only way you're going to do that is through more promotions. If you're tapped out on promotions, you're going to have to hire copywriters at some point.

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### *Joe Schriefer*

#### **Rich Schefren**

To just make this more personal for a second, I know that you got involved with another company. I don't know whether you want to talk about that company or not, and the name is kind of irrelevant. Is that the process that you're taking with that company? Talk about that for a second.

#### **Joe Schriefer**

The other business that I'm involved in right now has about 10 employees. They were doing a certain amount of revenue that seemed to be pretty stable over the years. The first thing I did when I got involved in the business is exactly what we're talking about.

Number one is that I started writing a whole lot of promotions for that business. Luckily, some of those promotions started to work. The second thing I did was starting to scale the products to build the bench out horizontally, if you will, of products to offer. The third discussion that we're getting involved in right now is hiring people. Now that the business is, without getting too specific, probably 2X the revenue in the second half of the year than what it did in the first half of the year. Just by writing new promotions and having more products.

Now that there's more capital and more money, we're talking about hiring people. The number one on our list is going to add another copywriter or two to the team to keep that whole loop of more products and more promotions.

Joining this business with 10 people or so was very similar to how I was talking about Agora Financial 10-15 years ago when we were putting out 12, 15, 20 sales letters a year. This new business may have only been putting out three sales letters per year. I think I've written three additional ones since I've been here. We've already doubled the output of promotions, and we've probably had another three products. The hardest part, as we all know, is finding a new sales angle.

The formula for scaling a business isn't very hard. The hardest part is finding a sales angle that actually allows you to scale the business. That's the exact blueprint that we're working with. It's already pretty much 2X revenue in the second half of the year than what they had done in the first half of the year.

This business will go on to have pretty much its best year ever, plus its best six months and its best one month ever. We just set a record yesterday for the number of front-end customers acquired in a day for this business that has already been around for five or six years. It's all through promotions, number one, and products, number two. We haven't even gotten to the people part yet.

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### *Joe Schriefer*

The business is starting to scale and that loop is hyper-accelerating with promotions, products, and soon-to-be people.

#### **Rich Schefren**

Got it. So, was there anything that I should've asked that I didn't related to scale and these three Ps in the right order?

#### **Joe Schriefer**

I think the only thing that I would caution people against is – and we tell our copywriters this all the time – that there's two different types of people in the world: creators and consumers. I think where people often get stuck is that it's easy to be a consumer.

I'm going to focus on copywriters for a second, though this is also true for a business owner who wants to scale...what a copywriter should be doing is creating. Oftentimes, copywriters get in these loops where they just want to consume. Maybe they're afraid of failure. Maybe they're hopeful that the next copywriting book they read or course they take is going to be the one that helps them with a breakthrough promotion.

I would argue that either for copywriting or for business, the more someone creates, the better off they're going to be. But they have to stop consuming to create. For example, this interview is going to be enough for people who want to scale their business. Don't go and read by *Traction* by Gino Wickman if you haven't already. Don't go buy a second book on scale. Don't go buy a third book on scale. Don't get so consumed with consuming that you fail to create. It's just like anything else, right?

There's a million ways I could say it. Like Mike Tyson, or whoever before him, said, "Everybody's got a plan until you get kicked in the face." Your business will be kicked in the face trying to scale. You're going to see what it's like to have a product fail or have the market dry up for it or have a promotion cut off from Facebook or YouTube or get banned on Google. The faster you get punched in the face, the faster you're able to come up with a new plan.

The single thing that I would say to people is that you can go down these rabbit holes of consuming so much that you fail to just try to take your business to the next level. Maybe you've failed to do this because you're scared and think the book that you're about to read or course you're about to take is going to get you to that higher level.

Just go out there and create. Create a new promotion, try to launch a new product, see what's working and do that again, get kicked in the teeth a little, get punched in the face a little.

Try to take your business to the next level, try to crank out another five sales letters by yourself and see what happens and see what you learn. The market's going to be the ultimate decider. It's

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the ultimate humbling factor in all of us. Just go out there and give it a shot and try to scale the business by bringing in new customers and see what happens. Play around with your cost per acquisition, your allowable cost per acquisition, and see what happens. Just go out there and try.

I didn't have a roadmap in front of me. The only reason I'm sitting here talking to you today and that I've had any luck scaling the businesses I've been a part of is that I made a ton of mistakes along the way. I tried to do just about every job and to walk a mile in everyone's shoes that I was eventually going to have to hire for when I got into stage three of scaling. It was only through becoming uncomfortable, and trying just about everything that I learned, that I scaled some businesses. So go out there and create!

#### **Rich Schefren**

What I would add to that is that it's like you got this big project in front of you and you're procrastinating on it. There is no magical answer that you're going to find about procrastination that's going to get that project done. The only way it gets done is doing the work.

There is this desire to find something magical across the board. The only way that you can really even appreciate anything you come across is by learning, by doing, and then reflecting and then potentially consuming. Only consume when you're busy doing and can now refine what you're doing. I mean, if you want to write copy, you're never going to come across a book that is going to magically turn you into a great copywriter.

There's only so much that you'll be able to take away from anything until you're doing it. Then once you're doing it, you will start to have more distinctions based on your experience, and you'll be able to learn better.

#### **Joe Schriefer**

I'm not saying to not go read books or buy courses. What I'm saying is that you should consume concurrently. Don't delay creation with constant consumption. There's so many people that say, "I'm going to wait to act because I just got to read one more book." Then they read that one more book and wait to act because they got to read one more book on scale. They wait to act because Eric Schmidt from Google came out with a new book that they've got to read. You can consume. Just consume concurrently to creating and trying. It's the best of both worlds.

There's no magic pill for scaling or anything else in your life or business. There is no magic button for scaling because every business is going to be different. Scaling an info business is going to be radically different than scaling a physical products business where you have the cost of goods sold. The scaling of a physical product business is going to be wholly different because what I didn't talk about here is money. You might need money to scale a physical product business. You got to buy inventory, you got to manage inventory, you got to manage capital in and capital out and accounts receivable and payable.

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### *Joe Schriefer*

Everything is going to have nuance to it. Info businesses are relatively easy to scale because they're ideas that you're selling at premium prices for how they could change peoples' lives. There is really no cost of goods sold. I still think the blueprint remains generally the same. You still need a lot of promotions and then to scale your products and finally your people. It shouldn't be done in any other order than that.

#### **Rich Schefren**

That makes total sense. Just back to the consumption versus creation distinction...people should kind of track their input versus output. It's as simple as that. If you're constantly inputting, you're not outputting. I mean, output is what pays the bills at the end of the day, not input.

#### **Joe Schriefer**

Keep it like a 2:1 ratio. For every two hours you're creating, spend an hour consuming. Don't flip it and don't do like a 0:3 relationship or 0:10 relationship where you're doing nothing in creation and spending all your time consuming. That's going to be a doom loop that's guaranteed to never scale your business.

#### **Rich Schefren**

Yeah, totally agree. Well, this has been great, Joe. I appreciate you taking the time. I think that this has been extremely valuable. Anything else that we should cover as it relates to this before we call it a day?

#### **Joe Schriefer**

I don't know if it's related to this, but I will tell everybody that's listening right now that I am a complimentary subscriber because Steal Our Winners is Rich's baby, I was there when it was being created. I would like to think that I have helped shape the vision of it a little bit. I will say that, at some point, I am going to be a happily paid customer of this because I do want to reward good work. Every single month I become smarter listening to all of your interviews.

You and you alone through Steal Our Winners. I've never told you this, but you are my single consumption source right now. As in, I have launched and have started to scale a YouTube offer, but I've only done that because you and I have been lucky enough to get to know Alrick, and I listened to the interview that you did for an hour and 20 minutes or so back in May or April.

You're my single consumption source right now, and I always get enough good ideas watching Steal Our Winners to keep me fueled for the rest of the month. I'll tell everybody here that you should continue to listen to Rich and his friends because they're invaluable resources. And while I can talk specifically about scale, I'm still humbled by how much stuff I don't know when listening to all the rest of the experts that you have on the show.

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*Joe Schriefer*

My final advice is, especially as your business scales, to never lose that sense of humility. I think that's the other important thing. It's really easy to get egos as businesses get big and incomes increase. At the end of the day, you're all going to be humbled. We're all going to be humbled, be it through business or general life.

I think having that sense of humility as the business scales is enormously important. Especially since the other thing that can blow up a business that we've seen is egos. When businesses get big, egos can get big. Eventually, I think those things come tumbling down. If you are lucky to have a business that you are able to scale through listening to this or the rest of the stuff Rich puts out, never lose your sense of humility.

Keep your sense of humility, have some fun in your business, and scale up accordingly.

### **Rich Schefren**

Couldn't say it better myself and thank you for the compliment. I hope that we do at least one more interview in 2021 for Steal Our Winners. I'm sure you'll have some amazing things to report just from the stuff that you're doing in your business and until then to higher profits and beyond.

Watch or listen to this interview by scanning these QR Codes with your cell phone camera.



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## *Interview SIX*

*Joe Schriefer*

### **ACTION GUIDE:**

Scaling To \$300 Million By Following The 3 P's

#### **PROBLEM**

Scaling an info-publishing business from scratch requires making the right moves at the right time to sustain growth. But even if you add these necessary ingredients, your hard work will crash down to earth if you rush and apply them in the wrong order.

#### **SOLUTION**

Establish the 3 P's of Scaling: promotions, products, and people -- in that order. And only move to the next step when your foundation is strong enough.

#### **STEPS**

1. **Promotions:** Create more promotions with drastically different angles for your ONE product so you can find new avenues of marketing
2. **Products:** Once you have a growing list of customers, expand your product base with complementary products
3. **People:** To continue growing, hire the right people ONLY when you absolutely need them

#### **BENEFITS**

- Ensures your business scales with efficiency
- Mitigates risk by building a strong foundation
- Simplifies the roadmap to scaling
- Avoids inessential hires

#### **CASE STUDY**

By using this strategy, Joe helped scale Agora Financial from \$30 million to \$300 million. At the height of business, they were 10x'ing the amount of their promotions, which allowed them to scale effectively.

#### **SOURCE**

Joe Schriefer is a marketer, copywriter and publisher. He helped Agora Financial grow from \$30 million a year to over \$300 million while mastering the strategies of info marketing along the way. To get in touch with Joe, you can contact him at [jschriefer@gmail.com](mailto:jschriefer@gmail.com).

# *Interview SEVEN*

## *Molly Mahoney*

### *Using The “Social Triangle” To Generate \$300K Per Month From Organic Content*

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#### **Introduction**

Organic content can give you a lot of visibility, but you’re missing out on turning fans into customers if you aren’t using strategic processes to create content and follow-up with viewers.

That’s why Molly Mahoney – founder of the G.L.A.M. method (“Go Live and Monetize”) – designed a strategy she calls the “Social Triangle,” which helped her hit \$300K per month from organic content -- all while giving her a concrete system for managing her social media marketing.

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#### **Rich Schefren**

Molly Mahoney is the person that turned me onto live streaming and now I do it twice a week. At some point when the strategic profits budget allows, we're probably going to do some private consulting with her so that she can really help us set up our total repurposing livestream. Her business has grown about 300% in the past couple of months, so props to you Molly. It just shows that your tactics and strategies work.

Welcome Molly, what are we talking about today?

#### **Molly Mahoney**

Thanks. I want to make sure everyone here knows how awesome Rich Schefren is and how grateful I am for the opportunity to be here again with you. So thank you for that.

Today we're going to take some of the foundations that we’ve talked about in previous interviews and really supercharge them. Rich mentioned that we've had some awesome growth this past month. I'm going to show you what has led to that. I believe we're going to hit 300K this month, which I am so stoked about.

This happened even with me taking a week off this month to be on a pretend cruise with my family. I love to talk about results that way because it also shows the impact that we're able to have on our community and the people that we're serving. Rich, do you remember when we talked about the concept of The Social Triangle?

#### **Rich Schefren**

I remember it but if you were to test me on it, I think I would fail.

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### *Molly Mahoney*

#### **Molly Mahoney**

What I love about this Social Triangle is we use it mainly on Facebook, but it actually can work on LinkedIn, Instagram, and even in real life at events.

Here's the way that it works. The first piece of The Social Triangle is consistency. You have to actually show up on the platform, whether it's a networking event in real life, or it's a Facebook, or any of the other platforms. You have to actually show up consistently. If you're only posting once a month, it's going to be a little difficult to make the strategy work. It's like working out. If you only work out once a month, you've got to build up the stamina. You have to post consistently, and we have ways to do that really easily.

The second piece of The Social Triangle is your ideal client. You also have to make sure that your ideal client is actually on the platform that you're playing on. That's thinking of the platform, but also where are they on the platform? Are there certain pages that they're following? Are there certain groups that they're hanging out in? Are there certain people that they're connecting with? When you identify that and you start showing up where they're showing up, you start to build this connection inside the algorithm, and this is what allows you to show up more frequently organically.

The third piece is the platform. We have to give the platform what it wants. I use the example of a networking event because if I was at a networking event and I said to my ideal client, "Yeah, this is a good event, but let's go to the room next door because there is a better event over there." The person who's running that networking event would be like, "Molly, what are you doing?" They wouldn't want me to come back to their networking event because I'm pulling people out of the room, right? Keep people on the platform.

In the live videos, we ask people to drop a word in the comments to get access to something rather than sharing a link to a YouTube video. We say, "Hey, I saw this awesome training that solves this problem for you. Do you want it? Let me know below." Then, when people comment, we then send them the link to YouTube. This keeps people on the platform longer. They've told us they want to keep people on the platform longer because then they can serve more ads.

When you have these 3 pieces in place, your content starts showing up more often because the platform gives back to you. The whole point of all this is we're going to be reopening that Social Triangle. The concept of organic retargeting is that there's a lot of people on these platforms. You can't just post and hope that people are going to see it really work but you can run ads.

When I talk about these strategies, I see a lot of people's eyes glossing over. It's as if they're thinking that they're going to have to individually message a hundred people each day and they want to hide under their bed because it seems like it's going to take so long. Have you ever felt that way about any of this stuff?

#### **Rich Schefren**

Let's take a step back for a second and talk about why you'd want to do this.

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### *Molly Mahoney*

#### **Molly Mahoney**

Why do we even need to create content? Why do we want to create content? It can lead to people buying your stuff, getting on your email list and into your Facebook group. Content brings you leads. It can lead to market research because when you post content that people are responding to, you're going to learn more about your community. I always say, you're going to either get results or you're going to learn something.

If you have content that is strategically set to move people up the tree of beliefs, that ladder of influence, the thing where they're going to realize, "oh, I have to purchase from you." If you have content like that, it also is a great way to connect with ideal partners who can share your content with their community, with their list, so that they're able to get your stuff out there. If you're not putting the content out in the first place, they have nothing to share.

#### **Rich Schefren**

If you're going to sell, especially in the information business, the best way to brand yourself is to be prolific. It's like in Madison Avenue advertising, what we talk about is the number of impressions. How often are people being reminded that you exist in the world? Every time you're creating a piece of content, every time anyone associated with you comes across it, even if they don't engage with it, you've created another impression and a reminder that you exist in the world. That adds up over time. It's extremely powerful to just be seen frequently.

#### **Molly Mahoney**

I make a joke about brussels sprouts, but we had this brussel sprouts strategy where you post brussels sprouts, yes or no. People go crazy and comment on it and give you their opinions. I've made brussels sprouts such a part of my brand, which is weird. People will take pictures of their brussels sprouts and send them to me. I've received hundreds of recipes for brussels sprouts for Thanksgiving.

When someone needs a livestream strategist, or they need a content strategist, or they need a boost in their organic reach so that they make more sales, they're going to think of me because every time they look at Brussels sprouts, they think of me. It's super weird, but it works.

We have been doing some research lately and we found a study done by Social Media Examiner that found that 70% of buyers say they watch a video before they buy. That's a great reason to do more videos. The problem that we saw in this study was a 20% drop in the ability to close sales via social media this year.

A lot of people are out there focusing on the visibility and getting seen, but then what's happening is the follow-up process or the actual offers that they're making? It's like a cave and people are dropping off the cliff because there is no follow-up. Today we're going to talk about how to get your face out there more and be seen but then also make sure you also have a system in place so that you're not losing people. I told my team that up until recently, it felt like we were spilling champagne all over the floor because we have all of these amazing people coming in and we've got these awesome visibility strategies, but if we aren't scooping them up and helping them

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### *Molly Mahoney*

see what's available to them, we're not making the sales and they're also not getting the biggest impact from us.

I'm going to share a systematic way to follow up with people and the way that you move people into the next step in the client journey. I have a list of things we guide our GLAM members through. GLAM stands for [Go Live And Monetize](#).

The first thing on this laminated sheet that I give to all of our members says "Every single day do your daily STARS tasks" STARS is an acronym and it's our secret to success.

S stands for setting your intention every day. First thing in the morning, you want to set your intention and that can be a monetary target or it can be something like today my intention is really just to show up and serve or my intention today is to make five offers.

#### **Rich Schefren**

Define your win, right? How are you going to judge if today was a success at the end of the day when your head hits the pillow? If you don't know that in the morning, how are you going to have that success in the evening?

This is something that I worked on recently in my journal to get back into that groove of defining that when early in the morning so that I could start the day with intention. I totally agree a hundred percent.

#### **Molly Mahoney**

Write your intention down. I have a whiteboard with all of my targets for the month written on it. It's huge right on the side of my wall that I can see at any time. We have a process, we call the Calendar Compass. Every morning you do your compass and one of the things that you do is set your intention and then you can check back in it at the end of the day. That way you know whether or not you wasted your day watching cat videos or actually moved closer towards your win.

The next letter is T and that stands for talking to people. We suggest that you post in groups and then spend time responding to comments and messaging people. Those are the three main things that you want to do. It can be really overwhelming when you are on these social media platforms. There are 2 billion people on Facebook, for example. Who do you actually decide to talk to? So I'm going to go through the STARS process and then I'll come back and show you how to really streamline that.

A stands for asking for the opportunity, like make effing offers! People don't make offers. They'll put out all of this content for free and then be mad that they're not getting sales. I'll ask, "how many offers did you actually make?" and they'll say "oh, I have to make an offer?" Yes! Make offers and set the number of offers you're going to make.

R stands for refer and get referrals. It is so easy to message someone and say, "Hey, I have this solution to this problem. Do you know anybody who would need it?" People will tell you they

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### *Molly Mahoney*

need it or know someone who does. If you're feeling like you're not in a place where you are ready to ask for referrals like that, giving a referral is also an amazing, powerful way to put that energy out there that will come back to you.

Now let's get into the ninja magic. I realized my morning routine is happier when I come straight to Facebook and I do this right away after I set my intention. I click on the memories section and I will see posts from a year ago. Just by coming back here and looking at this video, all of a sudden other things can happen. When I share the memory, it puts this little box around the memory so everyone can see this was posted a year ago and now Molly is sharing it. Instead, if I click on the post, it brings up the original post. You can see this watch party that I did and you can see all of the comments from before. It brings me back in time basically.

What I can do here is I can actually comment on this post. When I comment on the post, it is brought back to life. The people here in the chat see that I commented on it. They see that, they get a notification that I commented on it. It's also an opportunity where I can remind myself, "Oh, these are all people who commented on a video that I did. I can go talk to them."

#### **Rich Schefren**

I never thought about it. This is very smart.

#### **Molly Mahoney**

I've been really testing it to see if I do it every single day. There's one in particular that has gone totally bananas that I did it a couple of days ago. A picture of my eye shadow came up, which is random. Since I commented on it, it's had 21 new likes and so many comments. I like doing my eye shadow for my videos. It actually is totally aligned with my brand. It's not something that's just like a random thing.

The next step that I would do if I have more time after commenting is to look at these people and I'd look to see if anyone here is a good fit as a client. Is anyone here a good fit as a power partner or maybe a referral partner? If so, I add them to a friends list to a particular segment I created called Elevate. This list is for people I want to strategically nurture and network with so that they will eventually move into another level of our services. I can put them on the power partner list too.

You can do the same thing with the likes on the post. This takes me about five minutes each morning. Utilizing the memories function is a great way to be consistent if you're not posting every day.

The next thing that I do is a ladder post and I do this about two times a week. A ladder post is a post where the goal is to get people to comment below to get access to something. The reason we call it a ladder post is because if they comment, then I reply and then I send them a message and it creates this ladder effect. It can become overwhelming when you're doing this one to two times a week because you're going to have all of these posts and then determine how to follow up with them so I'm going to show you two tricks that will allow you to really streamline your ladder posts.

## *Interview SEVEN*

### *Molly Mahoney*

Following up on ladder posts allows you to open a conversation with your prospect and then you can move it powerfully into a sales conversation if you're showing up and serving. For example, Ella has been in our community for years and just joined GLAM last month because I valued her as a human being. I continued to connect with her. I make an offer when it feels like a good opportunity is there. Eventually, she said yes, which was awesome. Now she's like rocking it in GLAM.

By adding people to these segmented friends lists, I can quickly and easily reply to all of the posts from people who are on my Elevate list. This makes it very easy to network with those people specifically.

When it comes to reviving old posts that have previously generated a lot of engagement, I simply keep those posts as a bookmark in a bookmarks folder for easy reference. You can just save those ladder posts so that you can come back and revive the post with a comment.

I did a ladder post last week while I was taking the week off to be with my family and I have not followed my system on it yet. I figured it would be a really cool idea to show you how I can follow my own system now. Right here, this is a post which when we talked about the map to millions. This is something that we actually usually teach you to do on your business page and set up with a bot. You explain a problem, a solution, and the fact that you're going to be solving it in this upcoming video. You say, if you want to join us, let us know below and we'll send you the info.

I usually have a messenger bot that replies to these automatically and then we turn it into an ad. Sometimes I do it on my personal profile, which allows me to really unlock that Social Triangle. Here you can see we had 28 comments. This is for a video that's happening today and I have not replied to any of them yet. So watch what I can do. I'm going to try and open this in a separate window. This little guy right here is called the hero icon. This is an extension that I am obsessed with. When I click this hero icon, watch what happens. Do you see all those little hero icons that go on to everybody's comments?

Now from here, this is a tool called Group Track CRM. You can find it at [molly.live/awesome](https://molly.live/awesome). Here is the perfect example. Melody is somebody who commented on someone else's post about video editing in a Facebook group and said, "I'm just looking for a simple streamlined repurposing plan." I messaged her and said, "Hey, I saw that you commented in the video group looking for a simple streamlined re-purposing plan. We actually have a course. We just put together it's in its founding member state so the investment is crazy stupidly low. I can send you the information if you want it. No pressure."

She responded and said, "Oh my gosh, yes, please!" I sent it to her and she bought it. We became friends on Facebook and now she would be someone who would go into my Elevate list. I'm going to take it one step further and I'm going to add her into Group Track. I'm going to click right here on "add to Group Track." Now she is automatically added into a separate CRM that is off of Facebook. Here I can set her stage in business. The cool thing is my whole team can also

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### *Molly Mahoney*

see her and they can see what stage of business she's in. Now she is requesting a resource from this post. I'm going to tag her in the stage of the requested resource. Then I'm going to take it one step further, I'm going to go view notes and info. I can go down here on the bottom and log activity and I can make a note that we chatted so my whole team knows that I chatted with her and she purchased.

Now watch, it gets even cooler. I'm going to come here and send a message or a snippet. I have a snippet that I've already created for the show that I'm doing today. It automatically pulls the snippets that are created with three separate different types of texts. So, it would say "Hi, First Name" and bring the first name in automatically.

The middle section is something like "I saw you requested information about this." The third section is the link for the training today. It's three different versions of that so I'm not sending the same exact message because that would flag Facebook as spam. I just hit "send snippet" and it sends to her on Messenger and it's also tracked in Group Track. Everybody on my team can see what I sent her without giving anyone login information to my Facebook account.

Then I'm going to come back to her comment to tell her that I've messaged her with the information she requested. The Social Triangle is really getting unlocked because I've responded to her comment and I have sent her a message on Facebook. I can do this in about 10 minutes but you need to be careful not to do more than 5-10 in one sitting because you can get flagged for spam by Facebook.

This process makes it super easy to be able to follow up with all these people. The cool thing is they're all tracked inside of Group Track so that I know the people that I need to be following up with to help move to different levels of support in our business. I could even add a follow-up task to follow up with her on Friday and I can assign it to a team member.

#### **Rich Schefren**

We're not only interacting with them on Facebook, but we're getting them off of Facebook and into our CRM system.

#### **Molly Mahoney**

When people fill out your questions to get into your group, you can include a question that asks for their email. When they enter their email, it automatically adds their email into the system and it's connected with ConvertKit. If they join our free group, they automatically get our Facebook Live planner. As soon as they answer that question, if we use the group track little button to get them to join our group, it will put their information in a spreadsheet and it will also add them to our ConvertKit automatically. I don't know if Infusionsoft is one of the integrations yet but you can do it with a zap using Zapier and Google Sheets.

The last STARS task, which I didn't share, is that you are sharing a moment or a story or some value every day. Even if you do it every other day it's still going to be super powerful.

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### *Molly Mahoney*

Some people get a little weird about using their personal profile to do this. I thought I would show you some ways that you can do this kind of stuff on your business page. If you go to settings on your business page, it says people and other pages. If you go to people and other pages, you will see there's this option here where you can do people who like this page. It will show you people who follow this page, who like this page, and banned people.

You can go into this area daily and look for people who recently liked your page and send them a message. It can be something super simple like "Hey, I just wanted to thank you for liking my business page. Tell me about what's happening in your business." Could you like their business page to help unlock The Social Triangle? If you have the follow-up systems in place that action can lead to \$50; in sales, depending on what offers you have available.

Many people will claim they don't have anybody to talk to. Do you have more than 10 likes on your business page? Most people don't even know that you can find this list and start conversations with them.

If you want to take it a step further, click on "pages that like your page." You can like this page as yourself, or if you click on these three dots you can like it as your page.

What will start to happen is it'll show up in the related pages section which is organic retargeting. It's setting you up to get your page recommended to people who follow this page. The page owner will get a notification that you followed their page or liked their page, which is just another way to stay top of mind. Facebook will give you recommendations of pages to follow on your page's newsfeed but don't follow too many at once because you don't want Facebook to think you're a bot.

I had an ad come up for a program I had so I commented on it and said that I can verify how awesome it is. I had so many people comment on my comment. I was celebrating them but it also positioned me in a way that made me an authority on their post which is super cool. You can come in here and you can comment on this as your business page or like it as your business page, which it's another way to get yourself out there to show you as the authority and connect you with these other power partners.

Do you have questions about any of this? Is there resistance that comes up around it?

#### **Rich Schefren**

No, not at all. It's a little overwhelming from a standpoint of all of these things that can be done. I'm just left in this like unsure where we go next.

#### **Molly Mahoney**

I'm going to tie it up in a little bow for it. Basically, you decide on one avenue each day that you're going to focus on. I mean, there are so many other options we could add into this like Facebook groups and different places that you can strategically set in your STARS tasks. If you decide every day, you're going to do the Memories thing, that's super easy. It takes like five minutes, right?

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### *Molly Mahoney*

It's just a way to get yourself out there and revamp your stuff. You may decide that you're going to spend another 15 minutes a day networking. You're going to do your page's newsfeed one day, you're going to do your Elevate list on your friends lists one day, you're going to go into Facebook groups and you're going to answer questions on another day. On one day you're going to do the page likes. You just segment it for yourself to avoid overwhelm. I see so many people that feel like that instantly start drowning because there are so many people to talk to.

The Memories thing has been a total game-changer for me because it only takes five minutes and I do it every day.

#### **Rich Schefren**

Is there a particular place to look for Memories?

#### **Molly Mahoney**

If you go to your regular Facebook newsfeed just scroll down on the left until you see a little clock.

Sometimes sharing a Memory will get lots of responses and sometimes it won't, but the daily habit of going in and reviving old posts has a huge impact. There is a way to do a similar thing on Instagram. The point of this is that every day you want to be opening up conversations and then allowing the opportunity to come up to see if there's a way that you can solve a problem for someone which could turn into an offer.

Over on Instagram, if I look at the people who have commented on this post, I can see that some of them have a circle around their picture. Now, what does that mean? That means that they have a Story that is active right now. If I go here and I click on this little circle of his, it's going to bring up his Stories. What's really cool about Stories is all you have to do to get into their inbox. All I have to do to show up in his inbox is hit one of these emojis as a reaction to his Stories. This keeps you at the top of mind so easily. It doesn't take any brainpower and anybody on your team can do it.

We took it one step further by doing this spaghetti launch. We called it a spaghetti launch because all I did was throw a bunch of spaghetti at the wall. We did a little mini three-day challenge, to which we invited our list. It was a three-day re-purposing challenge. I taught for three days live and by the time we were at the end of the second day, I could see that everybody was freaking out and really wanted more information on this. On the third day, I said this challenge is going to be here for a couple more days, but if you want it forever, we're going to sell it to you. We offered it at the very beginning of the third day very nonchalant, not specifically planned out using all the strategies we talked about today to engage people and to get them interested.

We sold 250 of these products and now the price has gone up several times. Now we have 250 people who have bought something from us and we can also have those conversations to help them move forward. Many of them have already moved up into our highest-level program.

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### *Molly Mahoney*

There are all of these little things that if you just do one of them, could have such a huge impact. Now that you have all of these little strategies, remember that if you don't actually show up and use them, if you don't actually talk to people and move them forward in the conversation and have some follow-up process in place, none of these magic tricks matter. You have to make sure that you actually show up and do it and then continue that conversation so that you're actually powerfully making offers and that you're putting out things that are strategic.

#### **Rich Schefren**

There are a million things that you can do with that. The question is what's best for your business? What are you trying to achieve and how does that help facilitate it? So I get it and it's really powerful and I appreciate it.

#### **Molly Mahoney**

What will you actually commit to doing? If you take the time to set up the system and then you don't actually use it, that was just a waste of time. Make sure that you're actually going to do it.

#### **Rich Schefren**

One of the things I'm glad you mentioned is the special friends lists. What I really do need is go through and set up a special friends list of all the contributors because I should be following everyone so that I can comment and be there for the people that are there for me.

#### **Molly Mahoney**

It's the easiest way and I usually start with that. That's the power partners list for me. That's the easiest way to start it without getting super overwhelmed, just to make sure that you're connecting with those people who are serving similar communities to you. If you're commenting on their stuff, you're going to get seen by other people that you want to be seen by.

#### **Rich Schefren**

You mentioned something that I'm curious about that might be a very useful thing for everyone watching here. So, I have a countdown for like two minutes before my live streams. I hate uploading it to YouTube because the YouTube editor totally sucks. It's so difficult to use. You mentioned in the video there is an easy editor. Should I check that out?

#### **Molly Mahoney**

Oh my gosh. 1000000%. That's a huge piece of what we're doing with all the repurposing is that there are templates. I have a link I can give you for templates, and if you use the code Molly50 you'll get 50% off. It's \$5 a month and we use it to create explainer videos. We use it to create mini snippets of our videos. It's not as robust as something like ScreenFlow or iMovie but it's been great for creating so many little pieces like little snippets and quote cards and stuff like that.

#### **Rich Schefren**

This has been very educational as always. I appreciate you. I just want to say thank you for the amazing contributions you've given to us over the last year because they've been phenomenal.

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### *Molly Mahoney*

Watch or listen to this interview by scanning these QR Codes with your cell phone camera.



WATCH



LISTEN

## **ACTION GUIDE:**

Using The “Social Triangle” To Generate \$300K Per Month From Organic Content

### **PROBLEM**

Organic content on social platforms can get you a lot of visibility. But if you aren’t using strategic processes to create content and follow-up with engaged users, then you’ll miss the chance to turn more eyeballs into customers.

### **SOLUTION**

Use Molly’s Social Triangle method to supercharge your organic presence on social platforms. Post consistently. Get in front of your ideal clients. And give the platform what it wants by keeping users engaged on their platform.

### **STEPS**

1. Complete your daily STARS tasks within the social platform:
  1. (S)et your intention/goal of the day
  2. (T)alk to people
  3. (A)sk for the opportunity
  4. (R)efers and get referrals
  5. (S)hare a moment, story, or piece of value
2. Revive old posts you made back into your feed by commenting on them
3. Add users who engaged with that old post and may be a potential fit as a client

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4. Create ladder posts 1-2 times per week where the goal is to get users to comment below to get access to your content
5. Use the Hero Icon extension and the Group Track CRM to log users in a separate CRM off of Facebook
6. Send users Facebook messages through the CRM to push them further down your funnel

#### **BENEFITS**

- Good content produces leads, market research, and partnerships
- Consistent organic strategy that posts content and engages with prospects, leads and clients
- Repurposes old content
- The CRM organizes the users who have engaged with your posts and pushes them further down your funnel

#### **CASE STUDY**

By using this strategy to boost her organic outreach, Molly hit \$300k per month in her consultancy business and teaches the same strategy to her G.L.A.M. clients to increase and monetize their visibility.

#### **SOURCE**

Molly Mahoney (known as “The Prepared Performer”) is a digital growth strategist who specializes in creating authentic Facebook video content and leveraging Messenger bot marketing to skyrocket client sales. After creating a video that reached one million people organically, she developed her signature “Go Live And Monetize” method. It combines her social media expertise, talent for scaling one-on-one relationships, and twenty years of performance experience on stages from New York to Las Vegas. To learn more about Molly, visit <https://www.thepreparedperformer.com>

