

## Marketing Online-Google/Facebook

Step #1) The Adoption: Make the barrier of entry easy to get everyone in and using the platform.  
Step #2) The Price Hike: Slowly raise the prices to squeeze out the margins, killing off any entrepreneurs who don't understand how to use funnels.  
Step #3) The Slap: Kill off the 50 percent of advertisers who cause 90 percent of their headaches.  
After your product/business , focus the art and science of getting traffic (or people) to find you.

## #Secret 1: Who is your dream customer

Each business needs to understand their dream customer avatars better than the customers know themselves. They didn't run a product-centric company; they ran a customer-centric company. Most entrepreneurs mistakenly think that their business is about them, but it's not. On the contrary, your business is about your customer. If you want customers (traffic) to come into your funnels, then you have to be able to find them online. And if you want to find them online, then you have to start to understand them at a much deeper level.

### 1. Become obsessed with your dream customer

When you're frustrated about a problem most people are having, you look for a solution, you'll likely go on a journey to find or create your own solution, people's problem becomes your businesses and their mess becomes your message

we as marketers should not be trying to

Figure out how to create the next amazing ad campaign, but instead we need to learn how to "enter the conversation already taking place in the customer's mind."

2. 3 CORE MARKETS/DESIRSES: Health, Wealth, Relationships (People purchase products hoping to get a certain result from one of these) - Only focus on one desire with each message you put into the market
3. All humans either want to move away from pain or toward pleasure.

Moving Away from Pain: Health-I hate what I see when I look into the mirror.

Wealth-I have no money saved, and I'm scared I could lose my job

Relationship-I feel alone and want to feel what love feels like.

Moving Toward Pleasure: Health- I want to eat healthier

Wealth-I want to buy my dream house or dream ca

Relationships- I want more passion in my relationships.

## #Secret 2: Where are they hiding? The Dream 100

The internet has made it so that when you find those existing congregations of your dream customers, it's like catching fish in a barrel. You simply have to find the barrel of fish with your dream customers and throw in your hooks. If your hook is good, it will pull people from that barrel into your funnels

Traffic (your dream customer) is already there. Your job is to identify where they are, tap into those existing streams of traffic, throw out some hooks, and then get a percentage of your dream customers to start coming to you.

#### THE DREAM 100 (ONE TO MANY)

##### Gathering of Dream Customers

10+ top websites and forums they spent time on

15+ active Facebook groups they participated in

50+ influencers they followed on Facebook and

Instagram

30+ podcasts they listened to

40+ email newsletters they subscribed to

20+ blogs that they actively read

20+ YouTube channels they subscribed to

Added up how many subscribers, readers, and followers each of those channels had - there were over 30 million of my dream customers

Podcast-sold over 500 books from that one interview alone

Women Author - "What are the tribes that my women are already in? What network marketing companies are they in? What Facebook groups, what Instagram channels, what hashtags are they following?" After we identified these things, we tried to figure out who are the tribe owners of these women. Who do we need to become friends with? Anyone who had over 200,000 followers, we would direct message (DM) them, tell them who we were, and ask them if we could

talk. We started messaging everyone. Our focus was to find the tribes, and then figure out the best ways to infiltrate them.

Core strategy to understand is that your dream customers have already been congregated by your Dream 100. If you focus on identifying them and marketing to them, your dream customers will start flowing into your funnels faster than by anything else you could do.

For example, if I owned a local juice bar, I would ask myself: Who is my dream customer and where are they already congregating? My dream customer would be someone who is trying to get healthier. To find these dream customers, I would create a list of the local gyms, health food stores, chiropractors, personal trainers, nutritionists, etc., and then start building my Dream 100 from that list.

**Interest-Based Congregations:** advertisers have the chance to select the interests that people follow, such as: Who are the people (influencers, celebrities, thought leaders, authors, etc.) you are following? What companies are you following? What movies, books, and brands are you following?

Start with your favorite social network and try to write down between 20 to 100 Dream 100 names for that network. Then do the same thing for podcasts, blogs, email newsletters, and any other important types of congregation

Wealth → finance, investing, real estate, sales, marketing

Health → nutrition, strength training, weight loss

Relationships → marriage advice, dating advice, love

WEALTH core market: house flipping, short sales, and wholesaling.

HEALTH core market: Keto diet, vegan diet, meatatarian diet, and bodybuilding.

RELATIONSHIPS core market: homeschooling, baby sign language, after-school sporting programs, and drama.

#### #Secret 3: Hook, Story, Offer and Attractive Character

Hook is the image and the headline to stop and get attention of customer. tell the story to build a relationship with the customer and explain the perceived value of the offer she would be making

Hook: Anything that grabs someone's attention is a hook, and the better you get at creating it and throwing it into your Dream 100's congregations, the more attention you will get

Story: The story will increase the value of the offer that you are about to make. By telling the right story, you can show the perceived value of what you're selling and the story will create a desire for them to buy now. Your stories will help them to build a relationship with your brand.

Offer: The offer could be as small as telling them if they "like this post" or "comment on my video" or "subscribe to my podcast" or "join my list," you'll give them a special thing in exchange. The better the offer is, the more likely someone is to do the thing that you actually want them to do. Add more bonuses, increase how much they get, make it sexier, whatever they need for the offer to be irresistible.

Each ad has a hook (the image or video or headline that gets people to stop scrolling), a story (the thing that you show after you have people's attention) and an offer (typically, what they are going to get if they click the ad)

#### #Secret 4 : Work your way in, Buy your way in

Step 1: Dig your well before you are thirsty: if you want to build a business relationship with someone that's worthwhile, you have to start it before you're ready to make the deal

Dream100: Ask them questions about their life, things they post, and topics they care about., also watch what they are publishing because, in the future, I might be creating ads for these same people only use my social apps (YouTube, Instagram, Facebook, etc.) for two purposes: to produce and publish content, and to spy on my Dream 100

Never look at yourself as a “consumer” of social media but as a “producer” of it. You produce content and you pay close attention to what your Dream 100 is doing on each of those platforms

Funnel Hacking: go through Dream100's sales process to get ideas of what is working in this market as well as being able to get on their customer lists to see what types of things they send to their customers.

Look for ways that you can serve your Dream100

Phase #1 (Day 1-14): Started the process of following my Dream 100 by subscribing and listening to the content they were pushing out. During my twice-a-day, 15-minute social media binges, I would watch what each of my Dream 100

were doing.

Phase #2 (Day 15-30): contact my Dream 100 (via email, direct message, etc.) and open up a dialogue.

Red Flag #1: Don't send a templated message- Write each person a personal message or don't send anything at all.

Red Flag #2: Don't tell me your story yet- Serve first, or they will never have a chance to serve you later.

Green Light #1: This isn't the first time I've ever seen your face- Make sure that they've seen your face actively participating in meaningful ways in the discussions they create, so when they see you pop in their inbox or as a direct message, they recognize you.

Green Light #2: They tell me how great I am.

Green Light #3: They've done their homework.

Green Light #4: They don't ask for anything now- If you ask too early, the answer will always be no. There will be a time, but that time is not now

Phase #3 (Day 31-60): Make your Dream 100 your fan. When I was launching my books, I sent free copies. With my courses, I provided free access. Your best promoters will always be your biggest fans.

Step 2 : Work your way in (Traffic that you earn) I started by sending a pre-release copy of my book to everyone on my Dream 100, including dozens of podcasters, bloggers, email list owners, and influencers. I wanted them to read the book, and if they liked it, I hoped they would promote it to their followings. when you have been constantly and consistently working on earning traffic, your traffic will hit a point of critical mass where you can't turn it off even if you wanted to but paid traffic will get you started more quickly, but the second you turn off the ads, the traffic stops.

Step 3 : Buy your way in (Traffic that you can control)

Digging my well and building relationships with people, at the same time I'm buying my way in to their audiences. Its faster and Paid ads can give you immediate feedback. Gives ability to test out different hooks and see what things people in each of my Dream 100's audience are clicking on and Paid ads are how you scale a company fast

### Average Cart Value

1. Product: made \$7.95
2. Order Form Bump: our first upsell for the audio book and 20.8% of our buyers added the \$37 product to their order
3. OTO (one time offer) #1: \$97 for one of our online digital courses that helped implement what they would learn in the book and had 9.92% order conversion in a one-click upsell that allowed them to add it to their order without having to re-enter their credit card information
4. OTO #2: selling a course on how to get traffic into funnels for \$297 and had 4.19% order conversion using a one-click upsell.

Ways to scale a company fast.

The first is to take on outside funding and then to use that money to either acquire other companies or pay to acquire customers.

The better, smarter, and more efficient way to scale a business is to create a funnel that is profitable and then to put as much money into paid ads as possible.

Both controlled traffic or earned traffic are essential to the long-term success of your company. If you only focus on paid ads, you are left at the mercy of the networks that allowed you to buy the ads. If and/or when Google or Facebook slaps or snaps, you can lose the lifeblood of your company overnight. If you only rely on earned traffic, you are completely relying on other people to get your message out to the market.

While the blend of these two types of traffic is the key to building a solid foundation for your company, there is still one other type of traffic that trumps both earned and controlled traffic and that is traffic you own

### #Secret 5 : TRaffic that you own

#### ONLY REAL SECRET TO BUSINESS: LIST BUILDING

Your list is your key to your current and future success online. When I'm buying ads, sure, I want to sell a product, but, more importantly, I want to get those people on a list first. I want to direct these people into funnels where I get their information and get them on to my lists. That way I can follow up with them over and over again

Lead funnel: you're giving customers something for free in exchange for their email address

Free book funnel: we give them an amazing deal to get a copy of my book when they cover the shipping. I send them the book, and then the upsells will cover my ad costs and hopefully make me a small profit.

More importantly, though, I create a customer to add to my lists.

Webinar funnel: invite them to the web class. When they register, they join my list. Then at the end of the web class, I make a special offer which covers my ad spend and ideally makes me a profit. 100,000 people on my list: \$100,000 per month

#### #Secret 6 : Follow up Funnels

Funnel #1: DotCom Secrets free + shipping book funnel- Profit: \$4,763.64

Funnel #2: 108 Split Tests book funnel- Profit: \$2,986.09

Funnel #3: "Perfect Webinar Secrets" free + shipping funnel- Profit: \$3,768.86

Funnel #4: Marketing in Your Car free + shipping MP3 player funnel- Profit: \$2,899.10

Funnel Stacking; move customers into higher ticket funnels “Ultimately, the business that can spend the most to acquire a customer wins.” With good funnels and a strong follow-up funnel, you can increase how much money you can spend to acquire a customer.

#### MULTIDIMENSIONAL FOLLOW-UP FUNNELS-

1. Retargeting: Visit a website, and then over the next few weeks, it seems like they're stalking you online? Everywhere you go, you see their banner ads following you around

2. Messenger (higher open rate than email): only send one or two messages a week without losing many subscribers. We strategically place. Messenger messages within our follow-up funnels to create a conversation about once or twice per week with a goal to direct people back into a funnel or ascend them into the next one.

3. Text Messages: use text broadcasts to make sure people don't miss the webinar they've signed up for, let them know the statuses of their orders, and help move them into the next step in our value ladder.

Message which includes most leverage are Emotion, Logic, Fear (urgency and scarcity)

3 CLOSES: most powerful way to get someone to take action is by using emotion: Emotion → Logic → Fear

2 Types of Communication: Follow up Funnels (Soap Opera Sequences) VS. Broadcasts (Daily Seinfeld Emails)

1. Soap Opera Swquencues: use multiple emails to tell a story, where each email hooks you to read the next email in a way that is similar to how a good soap opera will use their storyline to pull you from episode to episode, tell our readers a story that will build a relationship and rapport. That way, they'll be more likely to keep reading our emails, clicking on our links, and buying our products.

2. Daily Seinfeld: Each email is a stand-alone message that has a hook, tells a story, and then pushes back to your core offer, use these each day as we send a broadcast to our list with a goal of getting them back into our funnels

#### #Secret 7 : Infiltrating the Dream 100

When you have your own show, everyone answers your calls

Your platform is the true value that you have to provide your Dream 100. It's more valuable than money, gifts, or anything. The Dream 100 want exposure, and your platform can provide that for them.

None of these people needed another friend. They did need, however, access to my platform, and so that gave me the ability to get my foot in the door, build friendships, and start partnerships. This is the key to working your way in.

Future of marketing and attention: figure out the channels where you could be the star of that network Until you own the traffic, you're always left to the whims of the network.

Your primary distribution channel: Email- The key to success with your show is how many people you can get to actually consume what you're creating

Your primary show channel- text, video or audio- The channel you should be growing your primary show on depends on whatever the mass public does the most, essential to start publishing your show now, even when you're not good at it

Steps that will make your own show a success.

Step #1) Publish daily for at least a year: If step one in building an audience is to create great content, step two is to endure long enough to get noticed. You must be publishing or you will never become relevant, and you must continue publishing if you want to remain relevant

Step #2) Document the journey: more fruitful to talk about your process than about the actual advice you "think" you should be giving them.

Step #3) Testing your material: help you to refine your message, find your voice, and attract your dream customers to you

Step #4) Introduction to Your Dream 100: To infiltrate and get access to that club, you don't need to get access to all of them; you just need to have one of the cool kids think you're cool, and then you're in look at your Dream 100 and start asking them to be on your show. Many will say no, but don't let that stop you. You only need one yes. You'll be able to spend time building a relationship as you interview them on your show (digging your well before you're thirsty), and you can tap into their audience to promote their episode, build your show, and get access to their followers.

Fill your Funnel

Platforms: Instagram, Facebook, Google, YouTube

Step 1- Understand the history and the goal of the new platform: As you start getting a layout of each platform's history, you'll quickly start to see what their end goals are. Each platform has a goal to make the best user experience for their

end user as possible. That's what keeps their people coming back again and again, if you align with the wills of the network and give them what they want, then they'll give you what you want: tons of traffic.

Step 2- Find and model your Dream 100:

Question 1: Who is your dream customer?

Question 2: Where are they congregating?

Question 3: Who are your Dream 100 on this platform who have already congregated your dream customers?

Funnel hacking is modeling and look at over 100 popular people's posts, videos, ads, and quotes , seeing which works the most. When the pattern interrupt becomes the pattern, it stops being as effective.

Because the algorithms are always changing, it's essential that you network with and stay close to your Dream 100. They will be the ones who will also have a vested interest in staying in front of the algorithm changes, and it can be super useful to have a sounding board of people in your market during the inevitable changes that will come

Step 3- Identify the publishing strategy and create your publishing plan (stories, shorts, videos, Audios)

Step 4- Work your way in: look for ways to work my way into the Dream 100, how can I get organic, free exposure to the audiences of the people who have already congregated my dream customers, and then get these people to join my lists and become traffic that I own

Step 5 - Buy your way in: Best way is to buy ads targeting the followers of my Dream 100 and then get these people to join my lists and become traffic that I own.

Step 6 - Fill your funnel: convert all the traffic and attention into traffic that you own. You do that by pushing people into your funnels where you can get their contact information, sell them your front-end products, and then push them through a follow-up funnel to ascend them up your value ladder

#### Secret #8: Fill your funnel organically (Working your way in)

Look at the social networks, we have Facebook, Twitter, YouTube, Instagram like a party:

1. You talk about what's going on in your life, You talk about your family, tell them stories, entertain them a little bit, ask them questions, and introduce them to other cool people who are at the party. Basically, you do everything you would do if you were hanging out with them in real life. Social networking is just a great big party.

2. My personal profile is my house, it's my home, it's where I live. It has most of my thoughts, my information, and stuff that is interesting to me. I archive pictures, videos, fun stuff I've done with friends, and stuff like that. When people come into my house, they know what I'm about. They can see the things that I like to talk about.

3. When I go into groups and start networking, or I see someone else's posts in my feed, I go and participate in the conversations and make friends. As they see me consistently show up, they will want to drop by my house and see what I'm all about. Give them some free stuff like chips and dip (free content) to get them to come to your house. Then when they're at my house, that's where I invite them to take action with me: register for my webinar, attend my next event, read my new book, or join my newsletter list.

That's how I invite people from my house into my funnels. Those selling conversations don't have a place on social media, but they do at your house. You can direct people into your funnels from the posts you make on your own personal profile. If you provide value on the social platforms, people will come running to your house because they want more of you, and from there, they will flow into your funnels. Social wasn't about selling. It was about making friends. PRODUCER, NOT CONSUMER

### Secret #9: Fill your funnel with paid ads (Buying your way in)

Prospecting Ads Vs. Retarding Ads: Prospecting ads are the act of reaching out into the networks to find cold traffic or people who aren't familiar with you or your offers and hook them long enough to get their attention. After we've gotten their attention and gotten them to engage with us, then we move them from the 'prospecting' pool into the 'retargeting' buckets. We then advertise to these people differently and work to warm them up and then get them into our value ladder

Step 1: Create lots of prospecting ads to "hook" your dream customers: More creative. More hooks. More ads, Phone in your pocket will become your ad-making, creative-generating, hook-developing machine

Targeting for Prospecting Ads:

Dream 100: The best place to start is your Dream 100 list for that platform

Ideal customer avatar: Think about their interests, their age, their career, their home life, and anything else you can identify.

Overlapping sections of multiple audiences: Some ad networks let you get more specific in targeting your audiences by layering on multiple criteria and then just targeting the overlapping sections. center area represents the sweet spot where your dream customer is most likely to be.

Algorithms: platform algorithms can work with that data and actually start lending a hand in your targeting efforts. In Google and YouTube, they're called Similar Audiences, and in Facebook and Instagram, they're called Lookalike

Audiences, algorithm then looks deep into who those people are, and then matches up others in your specified geographical range who are most similar to them

80/20 Rule for Prospecting: purpose of the prospecting campaigns is to generate some leads and sales upfront, the bigger purpose is to fill all your retargeting audiences (which include your social followings and lists)

Step 2: Use a retargeting funnel to create customers

Audience 1 - Engaged: build audience based on viewers having engaged with you.

Audience 2 - Landed: build is made up of the people who clicked through and landed on your page

Audience 3 - Owned: build is made up of those who did take your lead magnet and those who purchased

Retargeting buckets: starting with emotion, then moving to logic, and ending with fear (urgency/scarcity)  
Network

1. provides feedback for you on what's working and what's not, so you can pivot in either your targeting or your messaging

2. allows us to put viewers into the different audience categories, so we'll know when to put specific ads in front of them

Type of audience

Engaged → Sell the click, Landed → Sell the opt-in or purchase, Owned → Sell the next step

### Secret #10: Instagram Traffic Secrets

Step 1: Understand the history and the goal - “working your way in,” by Attracting followers and Creating content that engages them and keeps them coming back to the platform for more. “buying your way in,” you win by showing your ads to your Dream 100’s followers and pushing them into your funnels.

Step 2 : Find your Dream 100 on this platform - Follow each of them and set up a plan to spend a few minutes each day viewing all their Stories, posts, and ads. This will help you to identify the patterns that are making these people successful.

Step 3 : Identify the publishing strategy and create your own publishing plan - A brand is the image and personality the business applies to its offers. The Attractive Character is the voice of your company, and what you’re doing on social media is creating the image and personality that can connect with people and lead them into your funnels and to your offers. Look at your dream 100s bio, seeing what’s working, choosing what you like, and modeling them to create your own unique bio.

\* Instagram Profile Strategy (Your Gallery)

\* Hook (your pictures): Each picture is a hook that can potentially grab someone who is scrolling on Instagram and pull them into your funnels.

JK5 Method, you first need to create five main categories of things you’re passionate about. - help to give you a recognizable brand, and as you post images, you’ll simply rotate through these categories so your followers get a good understanding of who you are beyond what you sell, your posts should be thought out and strategic

\* Story (captions): caption tells your story and tries to engage the reader before you make your offer or CTA.

Goal of Post- decide if the hook is meant to inspire, educate, or entertain

Type of Caption -

Tell a story: they invite you into the story and make you feel a part of the moment, as if you’re experiencing it beyond the screen and talk about relatable life experiences that others can connect with  
Ask a question: People love to feel heard and be able to share their opinions. Questions can be directly related to your offer or just another way to connect with your audience

Make a list: Lists are a fun way to deliver a caption that is easy to read or interesting; they can also further connect you to your followers in unexpected ways beyond the traditional brand stories you tell (Eg - 3 best books you have read)

Hashtags: You can use up to 30 hashtags with each post to help your images, or hooks, show up in the searches and feeds of your dream customers

\* Offer (your call to action): Calls to action help you get people off Instagram and onto your lists and help the algorithms know if people like what you’re posting. If your audience comments, likes, and engages with what you post, the algorithms will assume you’re creating content that people want and they’ll reward you by giving you more exposure.

\* Instagram TV Strategy (Your Produced Video Content): Watch the IGTV’s from your Dream 100 and see what types of videos they are creating and how they hook people and pull them into their content.

\* Instagram Stories Strategy (Your Reality Show): where my fans and followers can see behind the scenes of what I'm doing each day. I'm literally documenting my journey through the day in short, 15-second mini videos.

\* Story Highlights: here you pick the five categories that your brand will be known for and create a "Highlight" for each one

\* "Highlights" mini webinar hack: block out a full day in my Stories devoted to promoting that product with a mini webinar. Throughout the day, I'll post 15-50 Stories going through a scripted presentation to sell one of my products Webinar script - Question one is about the vehicle that I'm trying to put them into, question two relates to their internal struggle, and question three deals with their external fears. I ask each question, and then I let my followers answer yes or no. I like to use the framework: Feel, Felt, Found end with a few Stories talking about any urgency and scarcity that I have related to this offer.

Step 4 : Work your way in: Creative ideas like this are the key to working your way into the followers of your Dream 100

Step 5 : Buy your way in: Shoutouts (one of your Dream 100 posts on their profile or in their Stories about you)

Step 6 : Fill your funnel: use all this exposure and engagement to convert all of this traffic into traffic that you own

#### Secret #11: Facebook Traffic Secrets

Step 1 : Understand the history and the goal: Understand the goal, decide the strategy , make the tactics

Step 2 : Find your Dream 100 on this platform: every time you're on Facebook, you should look for these new congregations or people and plug into them as they start showing up in your feed. As you do this, your Facebook feed will become the best market research tool in the world. You'll see every important conversation that your dream customers are engaging in. You'll see every ad being run to your customers. You'll see the messages they're exposed to, the people they connect with, the pains they have, the questions they want answers to, and the opportunities you can create to better serve them. This is what your Facebook feed is for: mastering your market. Set your goals to match your market size and then follow the influencers and brands you need to get to your magic number.

Step 3 : Identify the publishing strategy and create your publishing plan

\* Your personal profile (your home) : "working your way in" (e.g., going out and commenting on people's posts, joining groups and posting content and more), the friends, fans, and followers of your Dream 100 as well as the members of those groups, will see your profile picture, click on your face and be taken from the social party to your personal profile. This is your home, and this is where you'll be able to direct people into your funnels.

\* Your Fan Page (your show) : "buying your way in." After you post content on your Fan Page, you will be paying ("buying your way in") to boost it to the followers of your Dream 100.

\* Groups (your hangout)—This is where you throw your own social networking party and build relationships with your tribe

\* Messenger (your distribution channel) : get your message quickly to your most hyperactive followers.

\* Your Personal Profile Strategy (Your Home) : If you structure your profile page correctly, it will grab your dream customers who are looking for more information about you and turn them into traffic that you own.

Getting your profile set up correctly:

Your cover photo:

Intro section (your business card):

Featured Image:

\* Your posts (conversation starters) What's the hook that will make people want to hear this story?

\* Your Fan Page Strategy (Buying Your Way In) :

Produced value videos: These are videos that have a good hook and story but no offer

Live value videos: We go Live on the platform, and in real time we deliver the message.

Live perfect webinars: These are the “right hooks” that will become your big paydays.

Curated content from your other platforms (reruns): I'll take content that I'm posting on my other social networks that are getting high engagement and post it on my Fan Page. I don't link out to that other content;

\* Your Groups Strategy (Your Hangout) : become a huge source of traffic for you, help turn your warm audience into raving fans, and give you the ability to be an influence on the most important group in your marketplace

\* Your Messenger Strategy (Your Distribution Channel)

Growing your Messenger list: Messenger pop up to start a conversation that will add them to your Messenger lists. on your landing pages, you can have people select a box that will add them to your Messenger lists. third way is to create a simple lead magnet and leverage your Fan Page to grow your Messenger list

\* Your Publishing Plan: Your personal page, Your Fan Page, Your groups, Your Messenger lists

Step 4 : Work your way in : secret to good networking. You are coming to serve, and if you do it consistently, people will see you, and they will follow you back to your home. Consistency is the key. Keep providing value, and do not sell anything.

Step 5 : Buy your way in : Use all these hooks to grab your dream customers from your prospecting pools, pull them into your retargeting buckets, and direct them to your funnels.

Step 6 : Fill your funnel : On your personal profile, you will be rotating through the JK5 categories and making posts that can hook people when they show up on your page, as well as your friends and followers, and direct these people into your funnels.

Secret #12: Google Traffic Secrets: understanding the history and the changes make it easier to see the future and where things are going. real secret is being able to look at each platform and quickly figure out what the algorithm is now.

Secret #13: Youtube Traffic Secrets: As soon as artists create videos and post them on YouTube, their viewership can start to grow and continue to grow forever

1.Pull the stats, and that month alone, more than six years after he posted them, the videos had 10,361 views and were able to generate 553 clicks back to our funnel. That is the power of creating videos with YouTube

“We can put in the work once, and these videos will serve you for the rest of your life. Heck, they’ll keep driving traffic to your funnels even after you’re dead!”

2. Engaging channel trailer: Introduce yourself and welcome your viewer to your channel. You want the viewer to feel like you are talking to them and that you understand them. Go briefly into your backstory and explain why you have the authority to be creating the content you make on YouTube. Pitch your value statement. Leave no doubt in your viewer’s mind what this channel is about. Talk about the channel, what it is about, and why it matters. Share your posting schedule so they know when to expect new content. End the video with a really strong CTA. This means you need to tell the viewer what you want them to do. Make sure this video is no more than 60-120 seconds long.

“ABC Hack” : suggested search results will show you: “How to make money ...” As a beginner, As a kid, At home, At school

Secret #14: After the slaps and the snaps: History and goal, Find and model dream 100, strategy and publishing plan, work your way in, buy your way in, fill your funnel

Secret #15: Conversation Domination :

1. Platforms : People on Facebook want to hear your personal stories, talk about current events, and watch you go live. People who listen to podcasts are used to listening to longer-form interviews. People who read blogs are looking for longer-form content that is usually structured in a list with lots of examples and details. People on Instagram want images and to see behind the scenes of your journey and your life. Lastly, people on YouTube are looking for keyword-driven how-tos and entertainment.
2. Process to achieve Conversation Domination: Monologue(tells some stories, and tries to connect with the audience), Interview, Q&A collabs, Top 10 list, How-Tos, Image Stories, Quotes, Final Thoughts
3. Publishing and Dream 100 on each platform: Step #1: Understand the history and the goal of the new platform, Step #2: Find and model your Dream 100, Step #3: Identify the publishing strategy

and create your publishing plan, Step #4: Work your way in, Step #5: Buy your way in, Step #6: Fill your funnel

4. Your Distribution Channels and traffic that you own : Email, Messenger, Desktop Push

#### Secret #16: Funnel Hub

Branding Teams: believed that marketing should focus heavily on clean design, connection with your audience, and creating a feeling that enticed people to come back to buy from you over and over.

Direct Response Team: focused their marketing efforts on getting conversions, creating processes where you could track every advertising dollar you spend, and working toward getting an immediate, positive ROI.

#### Secret #17: Other People's Distribution Channel : Email Ads, Facebook, Messenger Lists

#### Secret #18: Your Affiliate Army :

Rely on your own network of affiliates: He had an affiliate program that had hundreds of affiliates who sold his products for him. Because he gave them a commission after they made a sale, he had no risk; he only paid them if they actually made a sale!The amount of leverage you get when you build an affiliate program and rely on the efforts of other people is huge. It's kind of like building a team and hiring people to do these tasks for you, except when they're an affiliate, you don't pay them for the work. Instead, you pay them commissions based on the sale. They have the risk, and you both share the rewards!

Step 1: Recruit your army of affiliates (Dream 100)

Step 2: Make them your affiliates

Step 3: Give your affiliates a reason to promote (New Launch, Rolling Launch, Something special)

Step 4: Train your affiliates to become super affiliates

Step 5: Compensate your affiliates

Secret #19: Cold Traffic: Cold traffic isn't even aware they have a problem. If they are aware they have a problem, they're still at the beginning of their journey and have no idea what to do or where to turn. Anything presented to them at this point has to be filled with a lot of education to get them ready for what you have to offer

Step 1: Create your "Cold Traffic Customer Avatar"

Step 2: Create a Bridge

#### Secret #20: Other Growth Hacks

Butterfly Effect- growth hacks that we have implemented into our funnels have been tiny little changes that produced huge results