START·SUSTAIN·SCALE
SUMMIT

START SUSTAIN SCALE NOTES

By Peter Chan Jr

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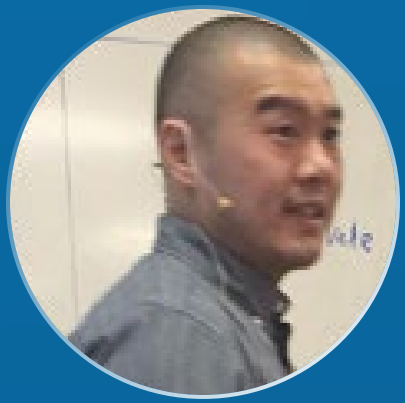
NOTES FROM
PETER CHAN JR



CONTENTS

Speaker #1

Rachel Rofe - Organic Marketplace sales 6

Speaker #2

Bank K - 7 Figures/mo Ad Strategies 19

Speaker #3

Don Wilson - Product Research for CONSISTENT Winners 28

Speaker #4

Travis Petelle eCom Subscription Offers 56

Speaker #5

Mr X - 7 Figure Amazon PPC Strategies 70

Speaker #6

Nishant B - Etsy PPC Strategies 90

Speaker #7

Matt Schmitt - Instagram PPC & Influencer Scaling 98

Speaker #8

Brandon S - Running a World-Class Marketing Team 109

Speaker #9

Will Haimerl - Google Shopping 122

Speaker #10

Justin Sardi - YouTube Ads for eCom 134

Speaker #11

Dimitris S - Multi-Channel Google Analytics 150

SPEAKER #1 - Rachael Rofe

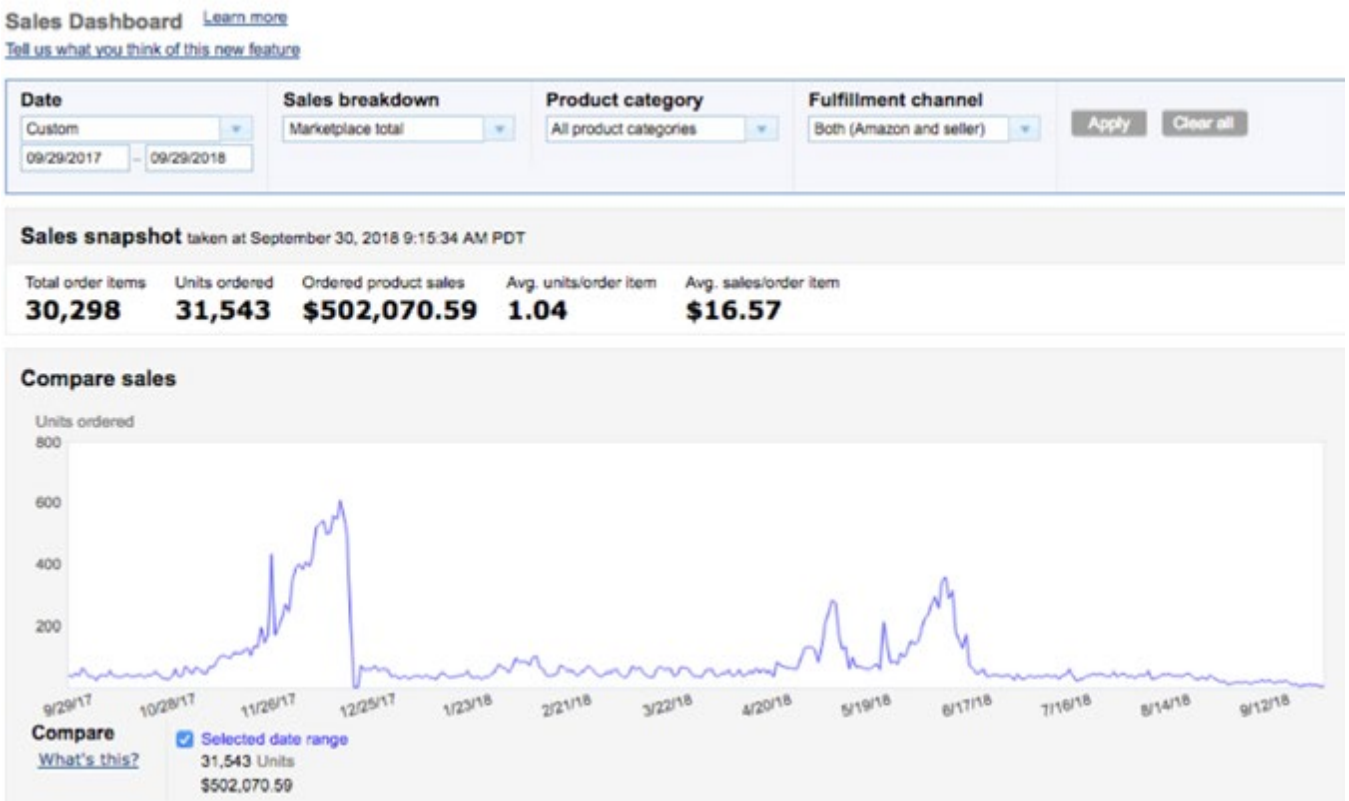
Rachel Rofe - Amazon Power Seller for the last two years, she's been breaking over 5-6 figures a month in sales!

Rachel Rofe

Organic Marketplace Sales

As a seasoned online marketing specialist and best selling author, Rachel has earned her title as an Amazon power seller. For the last two years, Rachel has been consistently breaking over 5-figures a month in sales. What's truly amazing is that Rachel knows how to do this without solely relying on paid advertising. Now, she's ready to share her secret to generating pure organic marketplace sales.

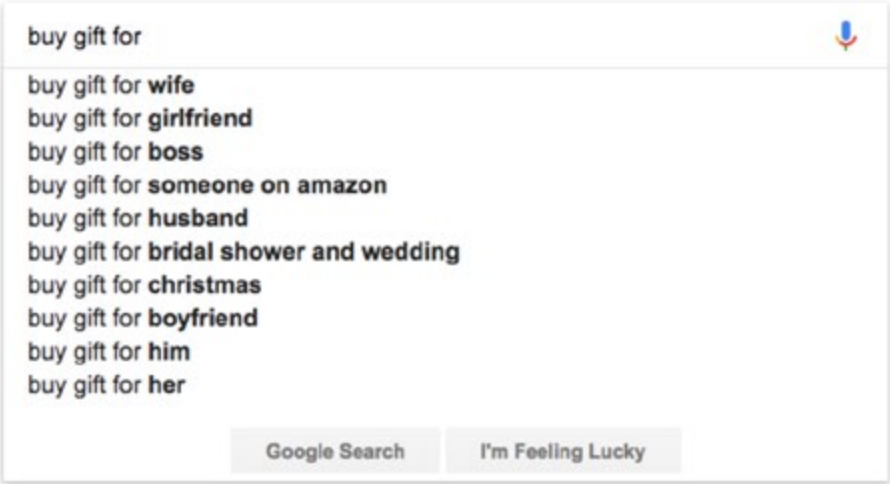
She did **$500k in a single year** *WITHOUT* having to rely on PAID advertising!



What we're going to cover:

- Overview of the Low Hanging System
- How everything ties into the Dropship on Demand
- How to make the most of this holiday season
- Case Studies on different mugs
- Q&A

Model is SIMPLE… we simply GIVE people what they're looking for!



1) FIRST find what people want…

2) Then create super simple designs for them!

3) Add them to gear bubble

4) Optimize the Titles

5) Post them on Amazon, Etsy, & eBay

6) PROCESS ORDERS!

HOLIDAY GAME PLAN:

Figure out how many designs you want to make:

- Want 1000 new designs up by Christmas? 1000/days until Christmas
- Example 40 days until Christmas then 1000/40 = 25 designs per day
- Make a goal and take ACTION on sticking to it!

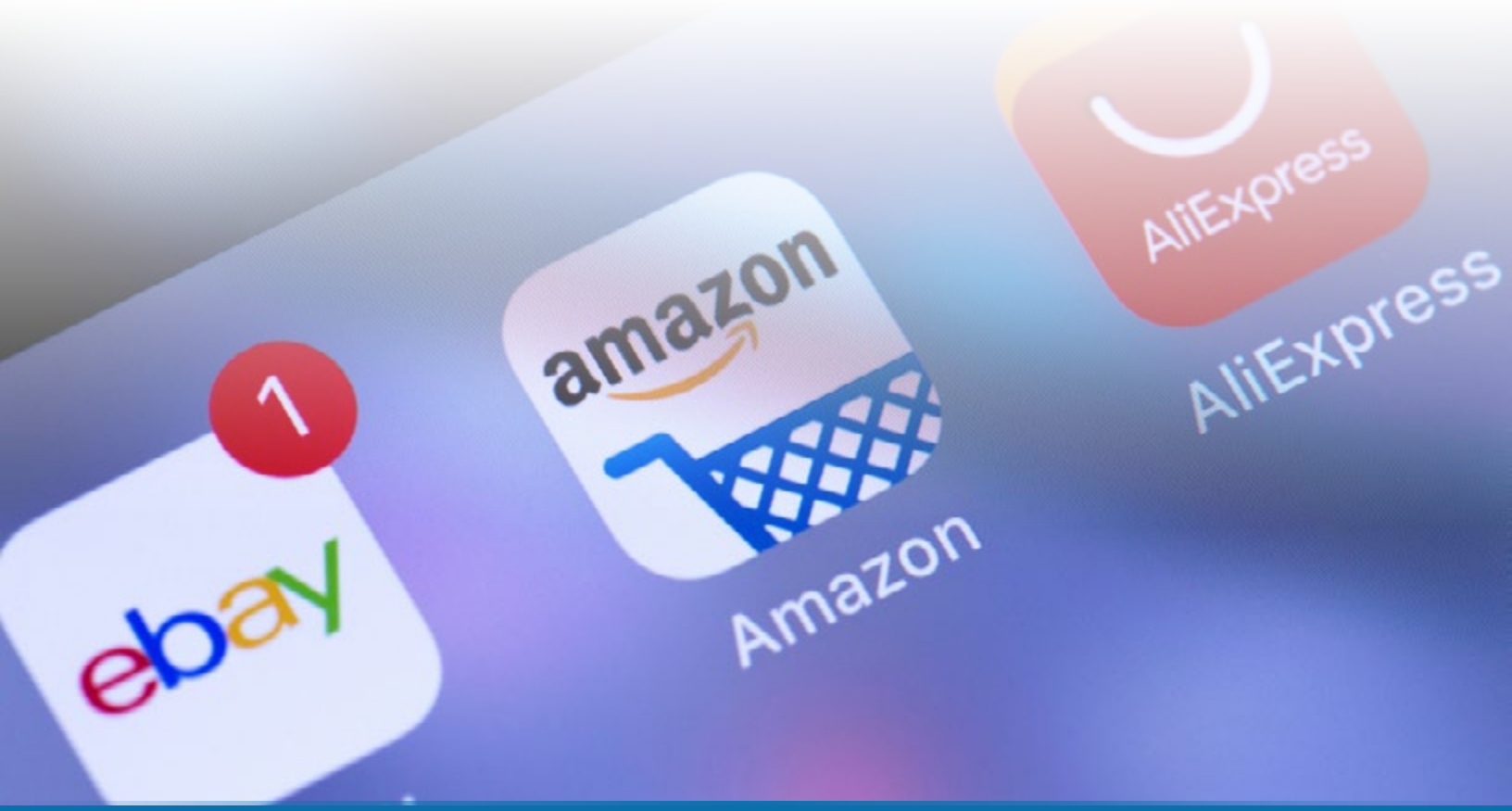
ACTION PLAN:

Identify how you'll create the time to do this:

- Designs in the morning, listings on lunch break?
- Hire someone on Upwork or EasyOutsource to help you?
- Wake cup an hour early every morning?
- Everything here is very simple, you just need to make the time to get things out there.

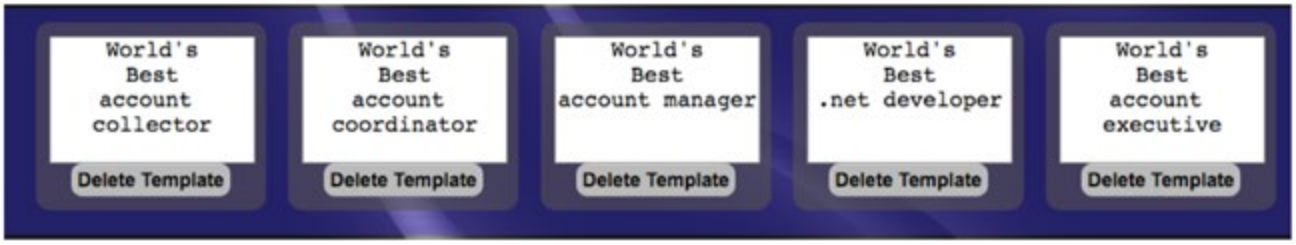
4 MAIN PARTS:

- **PART 1:** Find Niches
- **PART 2:** Make designs
- **PART 3:** Optimize your titles
- **PART 4:** Submit them into Amazon, Etsy, and eBay!



PART #1: Find Niches

Either use templates:



Or use *https://www.rachelrofe.com/masterlist*

PART 2: Make designs using:

- Word Swag
- Picsplosion
- Pic Monkey
- ZoomPhrase *https://www.zoomphrase.com/nicheGenerator/*
  (Or simply have a graphic designer do them)

PART 3: Optimize your titles

Go for common sense keywords

What would your targeted audience type in if they were looking for your product?

They might type in "funny knitting mug for grandma" or "Funny knitting mug" - NOT "I love coffee and knitting" or Whatever the phrase on your mug says...

If you have a mug for occupational nurses that's funny, Your title would say "funny occupational nurse mug" If you have a mug about firefighting, "firefighter mug is a Natural fit COMMON SENSE TERMS WILL WORK. They're slightly less beneficial than using a tool but they beat doing nothing by a long shot and you can spend your extra time making designs!

If you do use a tool use: MerchantWords or SpotNiches

She personally prefers common sense keywords but those tools can be great to find ancillary words!

Shorter titles are BETTER (but don't overthink it)

You want to add whatever words make sense, but you don't need to add every single possible word.

EXAMPLE: Funny Siamese Cat Mug Coffee Cup Novelty Gift Idea

INSTEAD OF:
Funny Siamese Cat Mug Siamese Cats Are Great Novelty 15oz ceramic Cup Christmas Birthday Chanukah Grandma Grandpa Boyfriend Repeating words doesn't give you extra benefit.

Amazon weighs each word in your title only once.

Remove any duplicate words so that each word in your title carries as much weight as possible.

Follow a simple structure...

Don't go crazy over this - the top best sellers on Amazon don't follow any main rules, so there's no need to get worked up over small details.

The more complicated you make it, the less listings you'll get up so don't over-think this.

A simple structure might look like:
MAIN KEYWORD - SECONDARY KEYWORD - ANCILLARY WORDS

Example #1:

Title: Best Nurse Mug Coffee Cup Gift Idea Vet Ld Retirement PICU Pediatric Anesthetist Orthopedic

Example #2:

Funny Engineering Mug Coffee Cup Gift Idea QA Sound Mechanical GE Petroleum Chief Software for Women Men

Example #3:

Pit Bull Mom Mug Coffee Cup Pitty Lovers Gift Idea

PART 4: Get your designs out as far as possible & then submit them into Amazon, Etsy, and eBay!

RINSE & REPEAT!

Recap - Best things To Do This Holiday Season

- Create a goal (and an action plan)
- Find Niches
- Make designs
- Optimize your titles
- Put Designs on multiple products
- Submit them

You don't need to spend time on adding in new pictures, Optimizing back end keywords, bullet points, etc… this Right here is the 20% of your 80-20 that makes the big difference.

Organize everything!

Just this link below to make a copy of Rachel's spread sheet!
https://www.rachelrofe.com/organizationlist (make a copy)

A simple spreadsheet like this works:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Title	AMAZON	Mug	Travel Mug	Shot Gla	Pillow	Poster	Necklac	Laser N	Canvas	Coaster	Water B	Beer Ste	ETSY	Mug	Travel Mug	Shot Gla	Pillow
Title of design	Either "X" off each item as you add it in or type in the URL where it's listed.												Either "X" off each item as you add it in or type in the				
	Mark with N/A if you don't need it on a product												Mark with N/A if you don't need it on a product				
Best Doctor Ever		X	N/A	X	X		X	N/A	N/A						N/A	X	X

B	C	D	E	F	G	H	I	J	K	L	M
AMAZON	Mug	Travel Mug	Shot Gla	Pillow	Poster	Necklac	Laser N	Canvas	Coaster	Water B	Beer Ste
Either "X" off each item as you add it in or type in the URL where it's listed.											
Mark with N/A if you don't need it on a product											
	X	N/A	X	X		X	N/A	N/A			

CASE STUDY #1: Mother's Day Using Template

Dead Mom,

Thanks for being my Mom.

If I had a different mom, I would Punch her in the face and go find you.

Love,
Your favorite

Title used **- Funny Mom Gift**
I'd punch another mom in the Face Coffee Mug - Gag Gift Cup from your favorite Child

HOW SHE SCALED:
Once it started selling, she added on TON of variations to it like: dad, grandpa, grandma, mama, mimi, gigi, aunt, uncle, etc.

This product did over **$140k in REVENUE!**

CASE STUDY #2 - Job Occupations - miracle worker

HOW SHE SCALED:
She scaled by creating other job occupations like: accountant, engineer, doctor, etc

This product did **$7k in REVENUE!**

CASE STUDY #3 - Dogs make me happy you... NOT so much

Title used - pitbull mug - put bulls make me happy you, not so much - pit bull gifts - pit bull accessories

HOW SHE SCALED:
Once this, sold, she put a ton of different variations on it, by using different dog breeds like bulldog, pugs, rottweilers, etc

This product did **$133,311 in REVENUE!**

Q&A

Question 1 - I have 4000 designs do you have more

Answer - Yes 10k now

Question 2 - If you have 0 designs up where do I start... I know I need like 100 to get results...

Answer - yes continue to try to get 100+, you need to keep posting, the more you post the more amazon will reward you. So don't give up! Some people get sales after the first 1-2 designs, some get it way later.

Question 3 - I'm scared to use quotes because of copy right or trade mark

Answer - according to my trademark lawyer but not sure... But he said that if you're the first to make the quote, then You should be fine. But you have to be the first to post it. Not 100% sure though

Question 4 - How much trademark research do you do

Answer - not that much I use trademark.io. Amazon will usually warn you before you get into trouble. I've launched 1000s of designs and it only happened To me a couple of times, and that wasn't even my fault They copied me and then went after me.

Question 5 - Can I copy right my own designs?

Answer - because this is a numbers game, don't waste time trying to copy right each and every single one of your designs... Even if you copy right it, you'll get it stolen anyways. So it doesn't really matter. Not worth the time protecting. And chasing them around over it.

Question 6 - I know consistency is KEY for this to work. I do batches, instead of 1-2 uploads. I do 50 at a time is That ok?

Answer - yes batch work is actually much better, and consistency.

Question 7 - For the listings do you rely on organic traffic or external traffic?

Answer - MOST are organic, only 1/20 of my Winners I actually run ads...

Question 8 - Gear bubble has character limit of 40 how do we go around that?

Answer - gear bubble has over 40 character limit, Don't worry to much about that.

Question 9 - So this is mostly organic traffic based on KEY WORDS?

Answer - So if I'm brand new on amazon, will I still get keyword traffic and get sales??? Amazon takes longer... but Etsy is FAST.

Amazon takes time, if you do it consistently. You can crush it, there are a few that take off Right away... but most will come in through Consistency, amazon will reward you.

Question 10 - Does more review = more sales?

Answer - not really, for us it's mainly from trending key words for like holidays. We do impulse purchase for browsers on Amazon. BEST use of time is to post more designs and worry about review

Question 11 - What % of sales come from amount of designs

Answer - 80/20 - 90/10 rule Some designs make a sale or two but the bigger ones Make MUCH more...

Question 12 - What if I get my amazon slapped

Answer - amazon is SUPER strict About more accounts.. or use a family account, or friend's account. They do track IP, so be careful. New ID etc... Maybe even different bank account. Same like FB account.

Question 13 - Start with MUG or start with shirts, travel mugs etc...

Answer - put your designs on multi products and Get a VA to put it on all designs.

Questions 14 - Distribution of designs on amazon, eBay, Etsy

Answer - how are your sales on Etsy, eBay, amazon Etsy = $40k but there are people that kill Etsy way more that amazon. I'm in the process of getting everything over to Etsy Ebay doesn't do well for us, but I heard that Necklaces do well on Ebay

Question 15 - Amazon is strict on the fact that you cannot sell it for any cheaper anywhere else?

Answer - Amazon fees are more, but I would just do ALL price points the same on Etsy etc... (it's passive income anyways)

Question 16 - How many people do you have on your Team running this model...

Answer - I have some one doing my listing, From bangdelash I have a 2 more people that do designers 1 Support team & amazon & eBay customer support.

Question 17 - what are you paying per hour

Answer - Bangdelesh - $2/hr then upgrade to $5/hr + bonus

Philipines - $400/month
Customer support - $20/hr
Total about $1k/month

If you can pay for $2k - $3k courses/events but can't afford A team... you need to get a TEAM... please

Question 18 - Where can I get a team

Answer - Easy Outsourcing. I give people test task work, then see if they know how to do it. I don't like doing hourly rates I like to do things by projects.

Trainings - I like to just do videos of myself doing it, then Send them the video. Everything is done in small tasks, for example:

Do the 1st 20, then do the next 20.

Question 19 - How much do you pay per project, like example

$0.50 - $2.50 per design $50 - 100 listings

Questions 20 - Staff account...

Answer - I give my login information HAHA

Question 21 - Do you run google shopping ads?

Answer - Etsy does google shopping so it works really well rachelwofe.com/spotniches

TIPS & SUMMARY FROM PETER JR

Use Rachel's strategy to capitalize on holiday trends, you can research holiday trends by using a website called *https://www.holidayinsights.com*

If you want to save a ton of time as well, instead of creating the designs to the products yourself, you could simply just outsource them on websites like fiverr.com or upwork.com for very cheap and then have someone upload those designs into Amazon, Etsy, or eBay.

This strategy is a great for people that are afraid of paid advertising, and don't want to deal with the algorithm changes that FB is constantly going through.

Remember Amazon is the worlds largest Ecom platform and it's still growing, and I've also been told that selling on Etsy is like "selling on Amazon 10 years ago" These are GOLDMINES, that are low hanging fruit that anyone could easily capitalize on!

SPEAKER #2 - Banks K

Banks K - is the #1 seller on GearBubble Pro right now, he's been consistently generating an INSANE 7 figures per month with his business! In his training he'll be teaching his 7 figure/mo FB PPC scaling strategies!

Bank Komgwichianwat

7 Figure/mo PPC Scaling Strategies

With a large number of highly successful sellers on the Gearbubble Pro platform, reaching the #1 seller status is no easy feat. However, Bank has swiftly stolen this position month after month. Thanks to his simplified, yet highly effective strategy for dominating his markets, Bank has been consistently generating an insane 7-figures per month. Bank will be sharing with you this killer strategy.

BASIC INTRO:

- He's not a public speaker
- He Started eCom three years ago

He's a Full-Time internet Marketer for 10 years nows

PROBLEMS HE WAS FACING:

- Tried to increased the daily budget, but it crashes
- Tried to wait until Facebook optimizes the ads? (It never optimizes properly)
- Tried adding new ad sets with new interests, but still no purchasers still

KEY MISTAKES HE WAS ORIGINALLY MAKING:

I've tried...

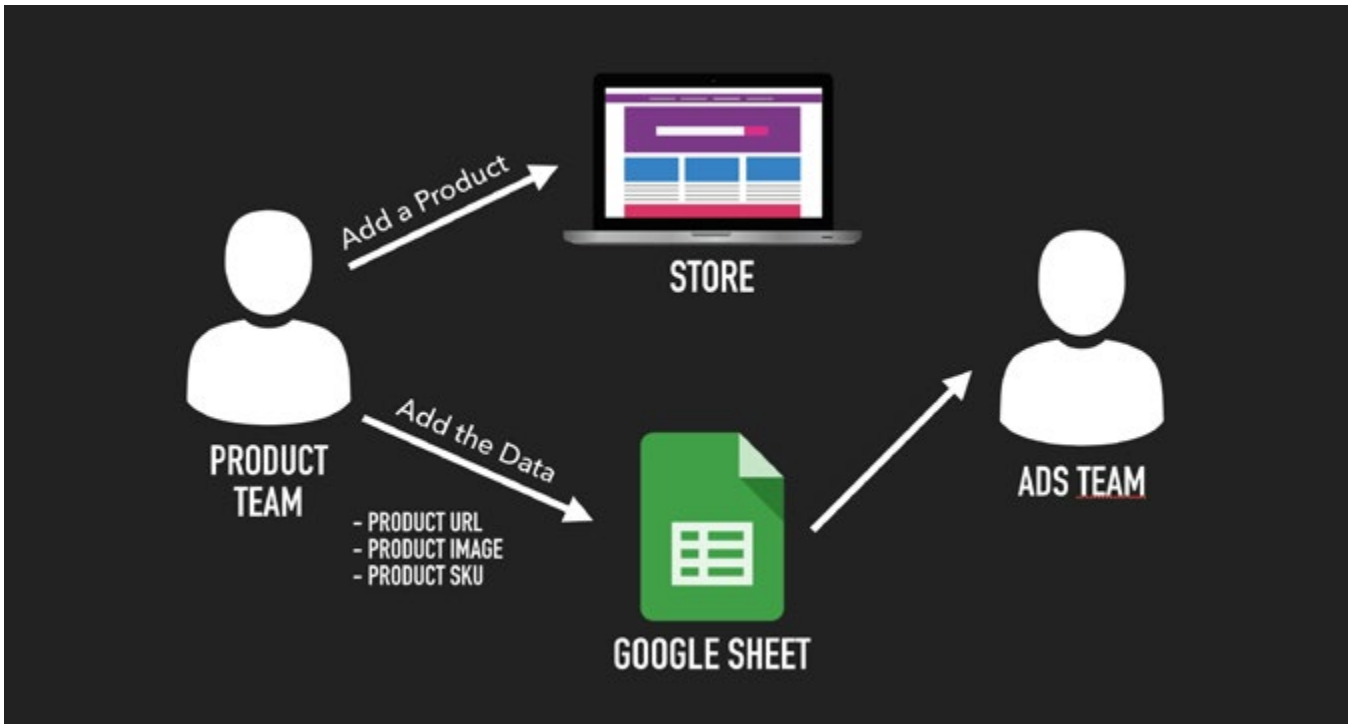
- Increased the daily budget
- Duplicated the winning ad sets
- manually bidding
- it works.... But still didn't work

He would only keep THREE winning products up for a YEAR...
...And would just promote them repeatedly.

He then asked this QUESTION... DOES FB ADS JUST SUCK?

Eventually he attended Don Wilson's Event and found that the "Secret" was a production flow!

This is how his current production flow looks like:



Basically just has a team that adds the products to the store and then adds the product URL, IMAGE, & SKU to a GOOGLE SHEET. Then the Ads team takes the GOOGLE SHEET and runs the ads.

3 MAIN SCALING METHODS:

- **Scaling Method #1 -** Duplication Formula
- **Scaling Method #2 -** Aggressive Scaling
- **Scaling Method #3 -** Manual Bidding

The intention is to start with the duplication formula to begin testing your ads slowly, then using the duplication formula, you'll duplicate the ad sets as well as find more interests to increase your overall budget.

Step #2 is to use the Scaling Method #2 - Aggressive Scaling which only really works if your product is converting extremely well basically because you'll be using very HIGH budgets on your ad sets so you'll defiantly need to be pushing a "unicorn" type winner. *(Unicorn, basically means it's converting like pancakes!)*

Then comes Scaling Method #3 - which is Manual Bidding, Banks teaches to use this method when scaling method #2 gets stuck... he only uses this method after scaling method #2 is almost all done and he wants to revive the product.

Let's learn about each one of these methods individually in great detail!

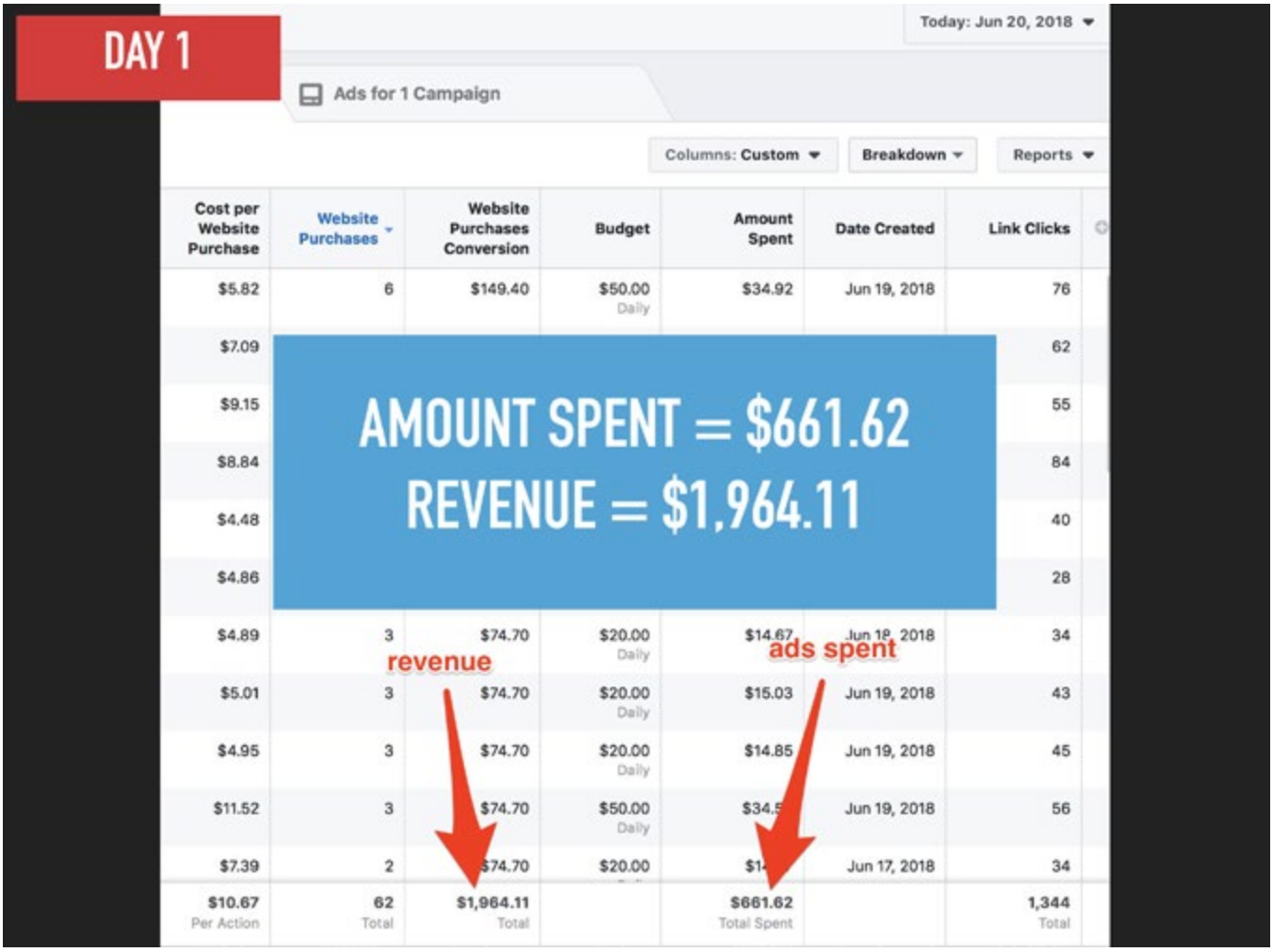
SCALING METHOD #1 - Duplication Formula

Duplicate Good Ad Set with the HIGHER DAILY BUDGET

IMAGES SHOW

DAY 1

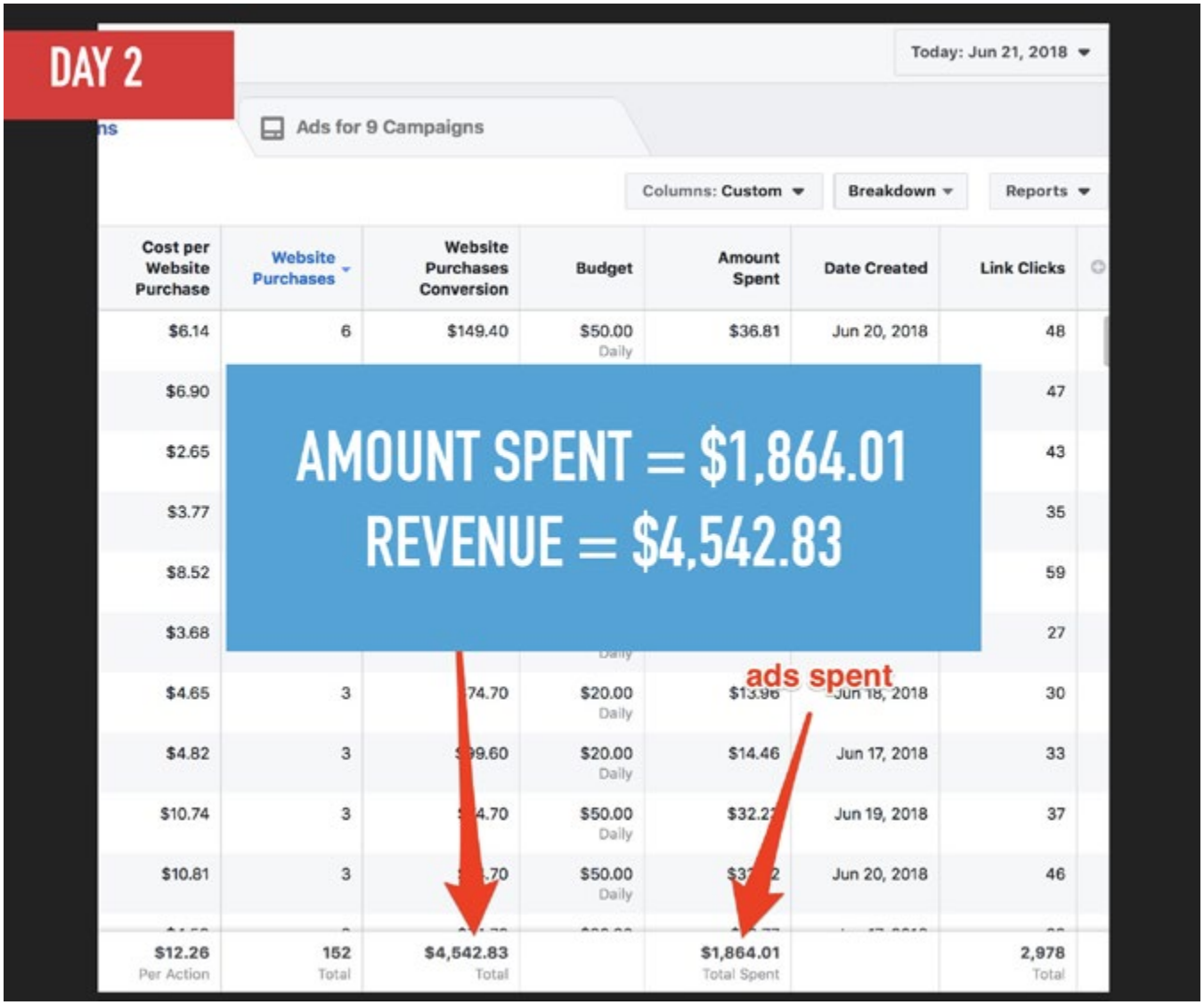
AMOUNT SPENT = $661.62
REVENUE = $1,964.11
ROAS = 2.97



Cost per Website Purchase	Website Purchases	Website Purchases Conversion	Budget	Amount Spent	Date Created	Link Clicks
$5.82	6	$149.40	$50.00 Daily	$34.92	Jun 19, 2018	76
$7.09						62
$9.15						55
$8.84						84
$4.48						40
$4.86						28
$4.89	3	$74.70	$20.00 Daily	$14.67	Jun 19, 2018	34
$5.01	3	$74.70	$20.00 Daily	$15.03	Jun 19, 2018	43
$4.95	3	$74.70	$20.00 Daily	$14.85	Jun 19, 2018	45
$11.52	3	$74.70	$50.00 Daily	$34.5	Jun 19, 2018	56
$7.39	2	$74.70	$20.00	$14	Jun 17, 2018	34
$10.67 Per Action	62 Total	$1,964.11 Total		$661.62 Total Spent		1,344 Total

DAY 2

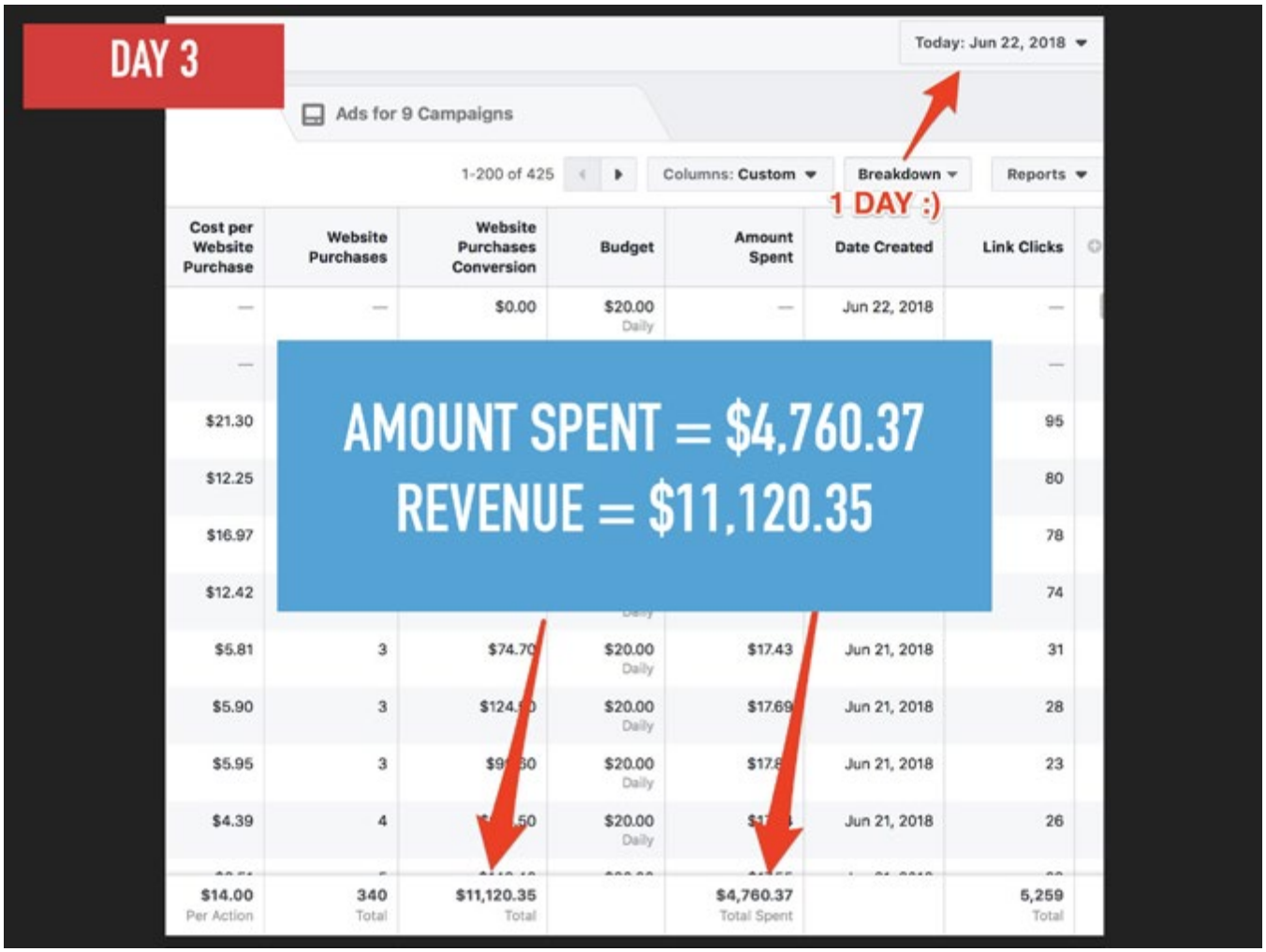
AMOUNT SPENT = $1,864.01
REVENUE = $4,542.83
ROAS= 2.43



Cost per Website Purchase	Website Purchases	Website Purchases Conversion	Budget	Amount Spent	Date Created	Link Clicks
$6.14	6	$149.40	$50.00 Daily	$36.81	Jun 20, 2018	48
$6.90						47
$2.65						43
$3.77						35
$8.52						59
$3.68						27
$4.65	3	74.70	$20.00 Daily	$13.96	Jun 18, 2018	30
$4.82	3	99.60	$20.00 Daily	$14.46	Jun 17, 2018	33
$10.74	3	4.70	$50.00 Daily	$32.2	Jun 19, 2018	37
$10.81	3	.70	$50.00 Daily	$37 2	Jun 20, 2018	46
$12.26 Per Action	152 Total	$4,542.83 Total		$1,864.01 Total Spent		2,978 Total

DAY 3

AMOUNT SPENT = $4,760.37
REVENUE = $11,120.35
ROAS = 2.33



SO HOW DO YOU START?

Start with TESTING on DAY #1
(testing audiences should be 2 million people or less):

Start with 3 ad sets at $20 in 1 Campaign!

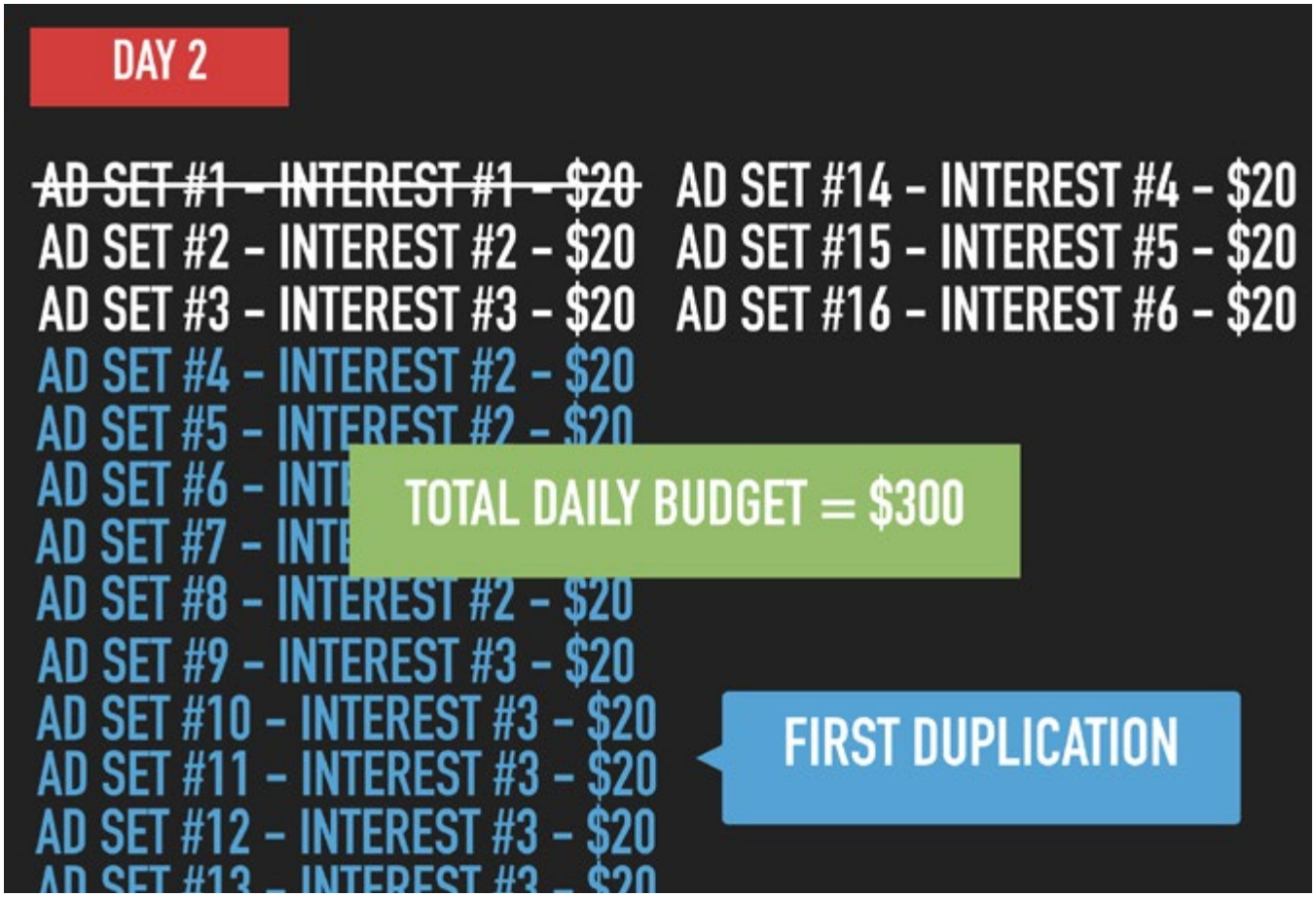
DAY 1

Ad Set #1 - interest #1 - $20
Ad Set #2 - Interest #2 - $20
Ad Set #3 - Interest #3 - $20
TOTAL DAILY BUDGET = $60

DAY 2

Cut the Ad Set with negative ROI WHILE DUPLICATING the good ones 5x and ADD 3 NEW ad sets with NEW interests into thecampaign.

So it could look something like this:

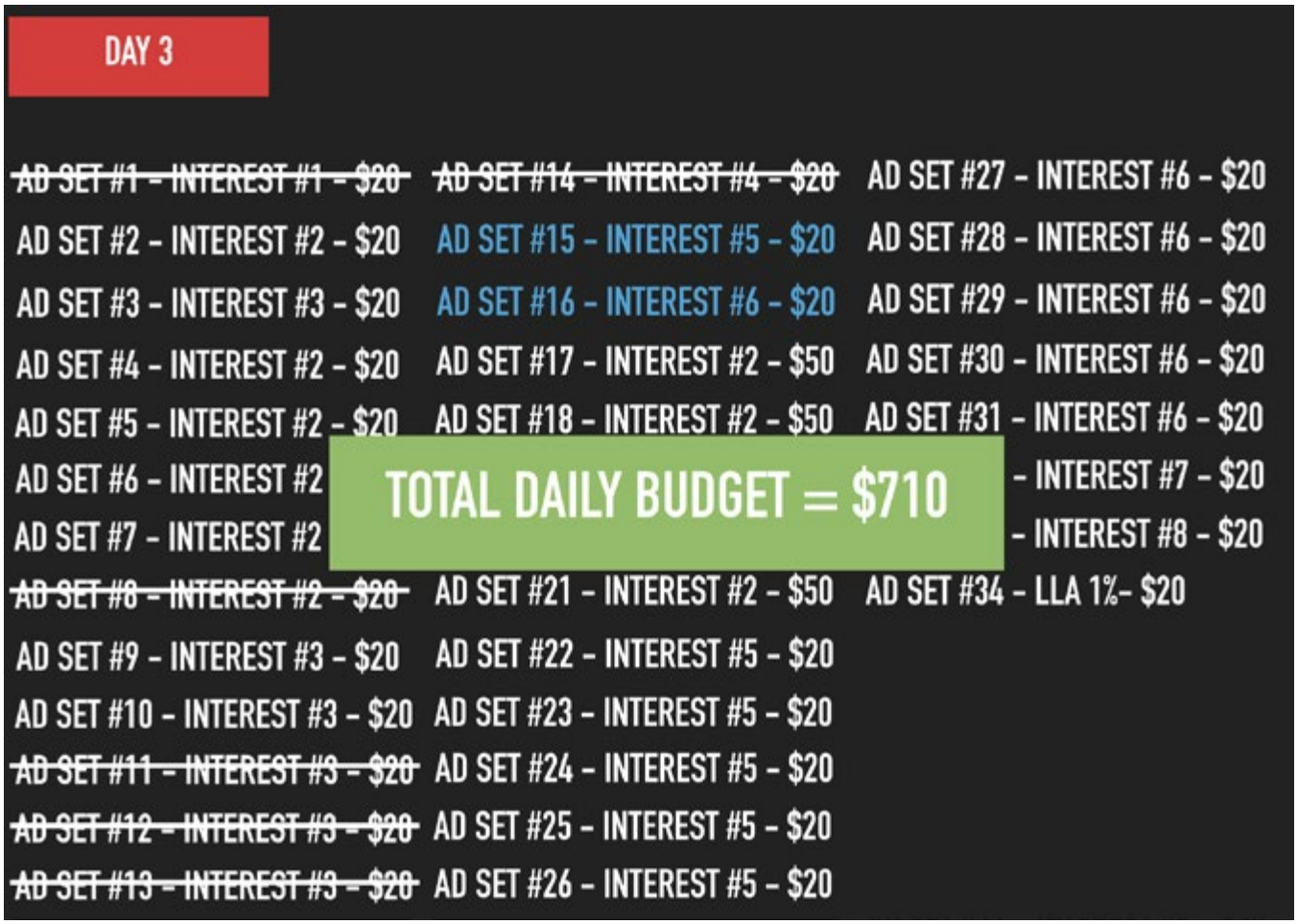


DAY 3

Then cut the negative ad sets again and create 3 NEW ad sets with new interests again, and DUPLICATE the winning ad sets by 5x. (The original ones, that were started in DAY 1 can be duplicated to a $50 budget instead of a $20 budget)

You can also start with a Look-a-like audience by now If you have enough clicks, or ATC, or purchases, etc!

I know it could get confusing, but it should look something like this:



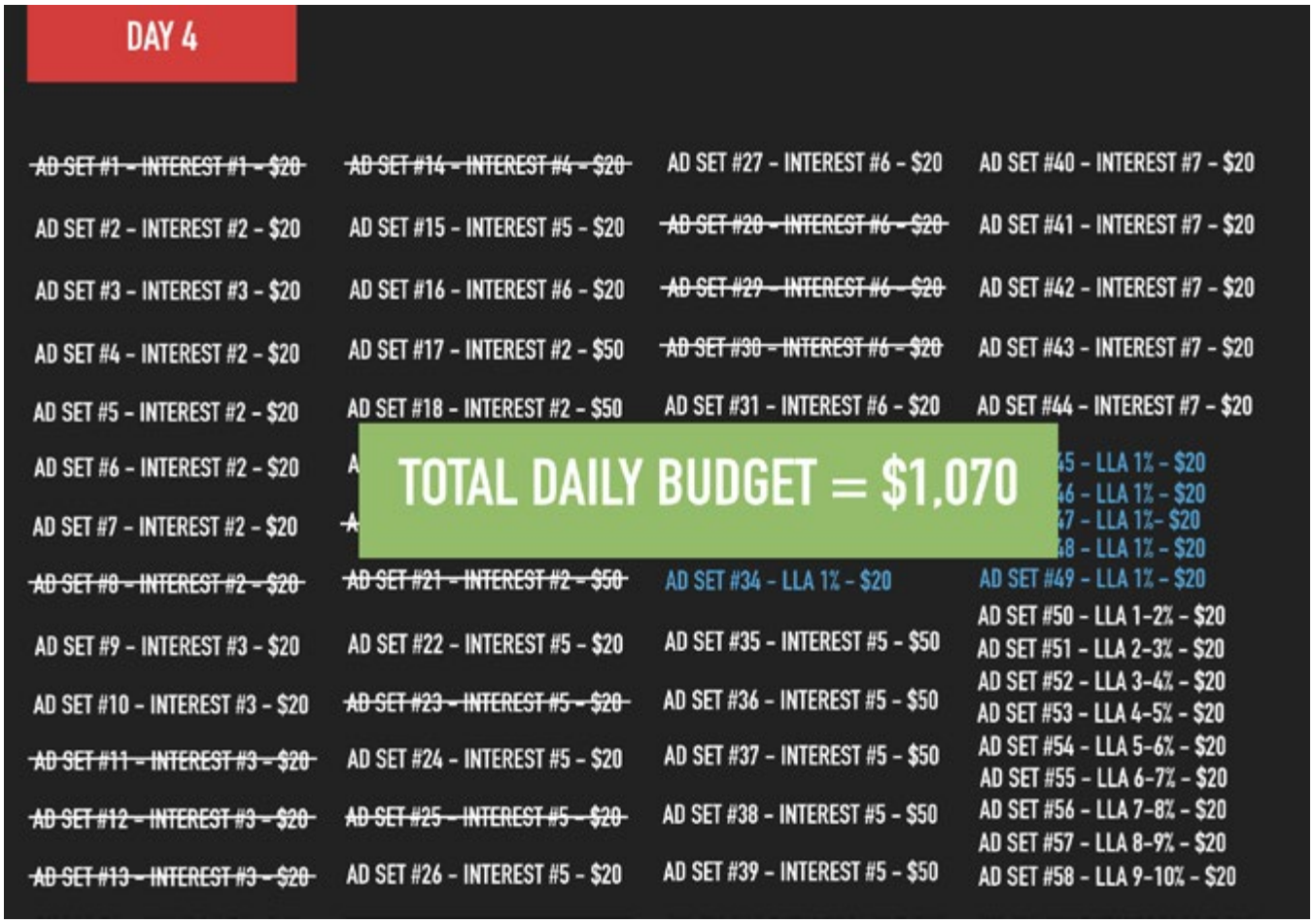
DAY 4

Continue to cut negative ones and DUPLICATE winners 5x, the winners that are still doing well two days ago DUPLICATE those into $50 ad sets. Also don't forget to ADD 3 more ad sets Starting at $20 with new interests if possible.

You should also be adding Look-a-likes 1-2%, 2-3%, 3-4%, etc… AND you should also be duplicating those the same way you are duplicating the other ad sets.

(Treat them as if they are just different interests)

I know it could get confines but it should look something like this:



You basically do this every single day, while testing ew products with this same formula, remember to onstantly scale via:

New FB Interests

- Lookalike Audiences (most powerful according to Banks)
- Other Countries/Regions
- Lookalikes for other countries

QUICK Q&A BEFORE WE MOVE TO SCALING METHOD #2: AGGRESSIVE SCALING

QUESTION: What if you have a OLD good ad set that did well on day one but by day 4 it starts to suck? Do you cut or leave it?

ANSWER - I CUT IT!

QUESTION - Does this work with brand new FB ads account?

ANSWER - Yes, but the ad spent might be maxed out... You may have to wait 3-4 days until FB gets it up to $5k or ads...

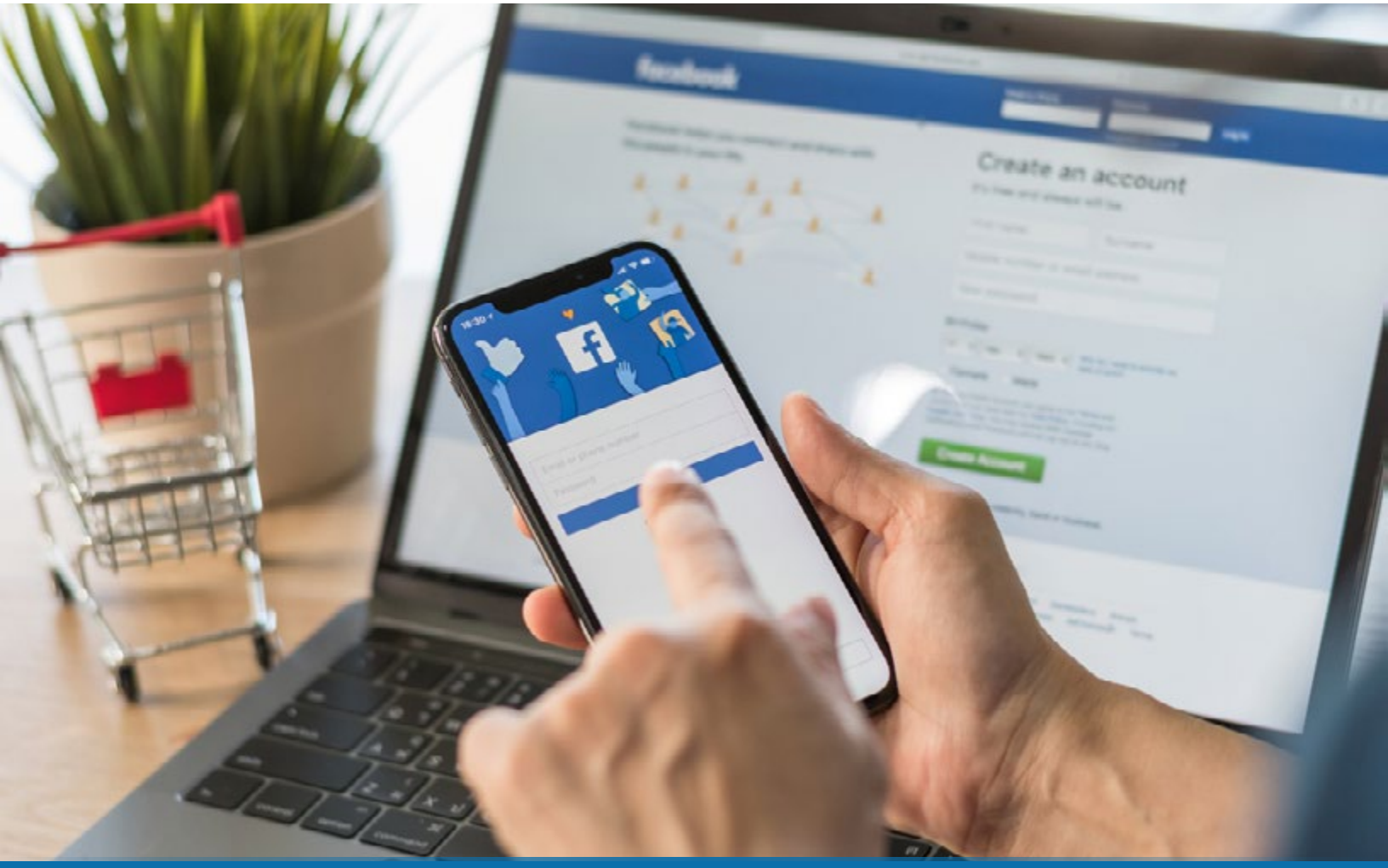
It's more of a risk on FB really.

QUESTION - What placement are you hitting, just the feed?

ANSWER - Testing, we usually just do Mobile ONLY, then we move on to desktop, IG, IG story, etc slowly.

QUESTION - When you first start, and it's at $20 x 3 interests. Do you kill the product if you get no sales? Or do you try new ad sets with new interests to see if new interests or ad sets would work?

ANSWER - I kill the product right away!



SCALING. METHODS #2 - AGGRESSIVE SCALING

Scaling strategy #2 is much LESS complicated as the first method!

It'll require fewer Ad sets, but much HIGHER daily budgets

This ONLY works when you have a the following:

- GREAT WINNING PRODUCT
- BIG AUDIENCE
- CAN BE SOLD IN ANY OCCASION (ever green)
- VERY LOW COST PER PURCHASE

Here are a few examples of products that he's used this method on:

** Remember you need a BIG audience, because we are going to be using HIGH DAILY BUDGETS!

Need audience size at least 2mil+

Audience size = 2mil then daily budget $500 to $1000
Audience size = 3mil then daily budget $750 to $1500
Audience size = 4mil then daily budget $1000 to $2000
Audience size = 5mil then daily budget $1500 to $2500
Audience size = 10mil+ then daily budget $5k+

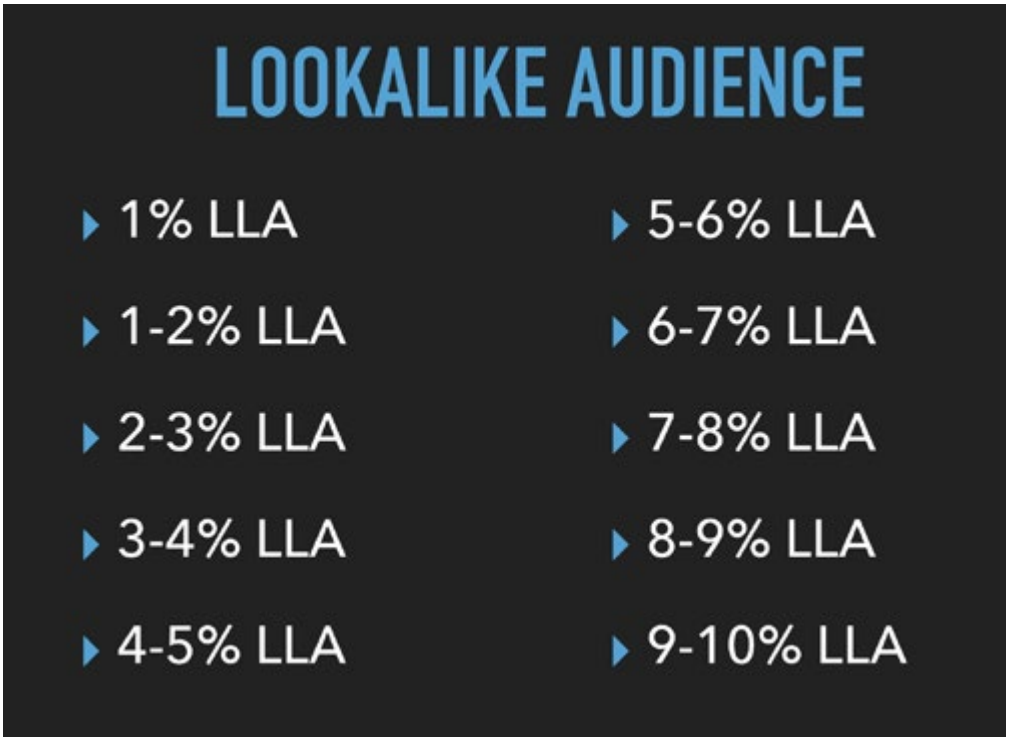
Examples of some Broad evergreen niches/audiences:

- Married
- Professions
- Engineer
- Engineering
- Civil engineering
- Mechanical engineering
- Electrical engineering

Also create and use Lookalike audiences of the follow:

- Visitors
- ATC
- Purchase

Make sure you test out each of the Look-a-like %'s



*PUT $500 DAILY BUDGET ON EACH ONE!

If things are working REALLY well, then try:
Doing a 10% Look-a-like audience at $5,000 DAILY BUDGET!

Here's an example of a few campaigns that he scaled using this method:

RECAP of SCALING METHOD #2:

- You NEED "GREAT" Winning Products
- Broad Products
- BIG Audience Sizes (Look-a-likes!)
- HIGH DAILY BUDGETS PER AD SET ($500 - $5,000)

(see audience size/budget chart!)

MORE Q&A BEFORE MOVING ON TO SCALING METHOD #3 - MANUAL BIDDING!

QUESTION - How do you define a "WINNING" product?

ANSWER - LOW cost per purchase.

QUESTION - $11k rev but $4k ads, what metrics are you looking at?

ANSWER - We mainly focus on CCP, 20%-30% profit

QUESTION - If I'm running $300/day campaigns right now.... HOW do I comprehend doing $500/ad set?

ANSWER - if your CPP is low, then you won't really be scared, you Will move slowly from scaling method #1 then to scaling method #2

QUESTION - Do your run FB ads for likes?

ANSWER - I never do FB ads for likes.

QUESTION - Do you do Dynamic Product Ads?

ANSWER - I never do that.

QUESTION - What about your ad copy, are you doing more creatives & different ad copy?

ANSWER - 1 creative for 1 product, if the CPP starts to increase then I will I will play with the new creatives.

QUESTION - What ad objective are you using?

ANSWER - Purchase

QUESTIONS - Are you using Photo Posts only for your Ads?

ANSWER - YES just photos with link in the description.

QUESTION - When you are running your $5k per ad set, when do you turn it off?

ANSWER - I'll let it run for about $500 if CPP is low then I will kill it

SCALING METHOD #3 - MANUAL BIDDING

* Banks teaches to ONLY do this scaling method when your costs are increasing and the auto-bidding campaigns start to perform bad.

Bidding price = Average Cost Per Purchase

Avg cpp = $20 then SET bid at $20

How to set them up:

1 campaign - 5 ad set - same audience - same placement (Only thing different is bidding price)

If AVG CPP = $20

Ad set 1 = bidding price = $18
Ad set 2 = bidding price = $19
Ad set 3 = bidding price = $20
Ad set 4 = bidding price = $21
Ad set 5 = bidding price = $22

If you are NOT getting traffic on those ad sets, then don't adjust bid price, just pause it create the new one with a HIGHER bid....

Doesn't matter if the ad sets are GOOD OR BAD!

DO NOT TOUCH OR CHANGE AD SETS!

Daily budget has to have same audience sizes as previous scaling method!

Audience size = 2mil then daily budget $500 to $1000
Audience size = 3mil then daily budget $750 to $1500
Audience size = 4mil then daily budget $1000 to $2000
Audience size = 5mil then daily budget $1500 to $2500
Audience size = 10mil+ then daily budget $5k+

CAUTIONS:

- When the campaign starts running watch it in the first 1-2 hours
- If the ad set spends too fast and has no conversion, pause it immediately
- Most of the time, higher bidding price is better

MANUAL BID SCALING

- Duplicate the good ad sets and adjust the bidding price by $0.5 or $1

Example:

Ad set 1 - $19.5
Ad set 1 - $20
Ad set 1 - $20.5

LOOKALIKE AUDIENCES:

- Regarding Look-a-like audiences, please use the following budgets per audience size!

LAA - 10% USA 21 mil
LAA - 1% WW 22mil
Set at Daily budget $5k

Regular size LAA (1%, 2-3%, 3-4%, 4-5%, etc)

Set $500 budget

MANUAL BIDDING RECAP:

- Bid Price = AVG CPP (cost per purchase)
- High Daily Budget
- Broad Audience
- 5 ad sets with different bidding prices

RECAP OF TRAINING:

Banks talks about how these three strategies work together.

Basically you start with a good product flow and launch products regularly, you launch these products by using starting with DUPLICATION FORMULA for 5-10 days

Cut your losing products, cut your losing ad sets, duplicate your winning ones, until it's time to do the "Aggressive Scaling Formula".

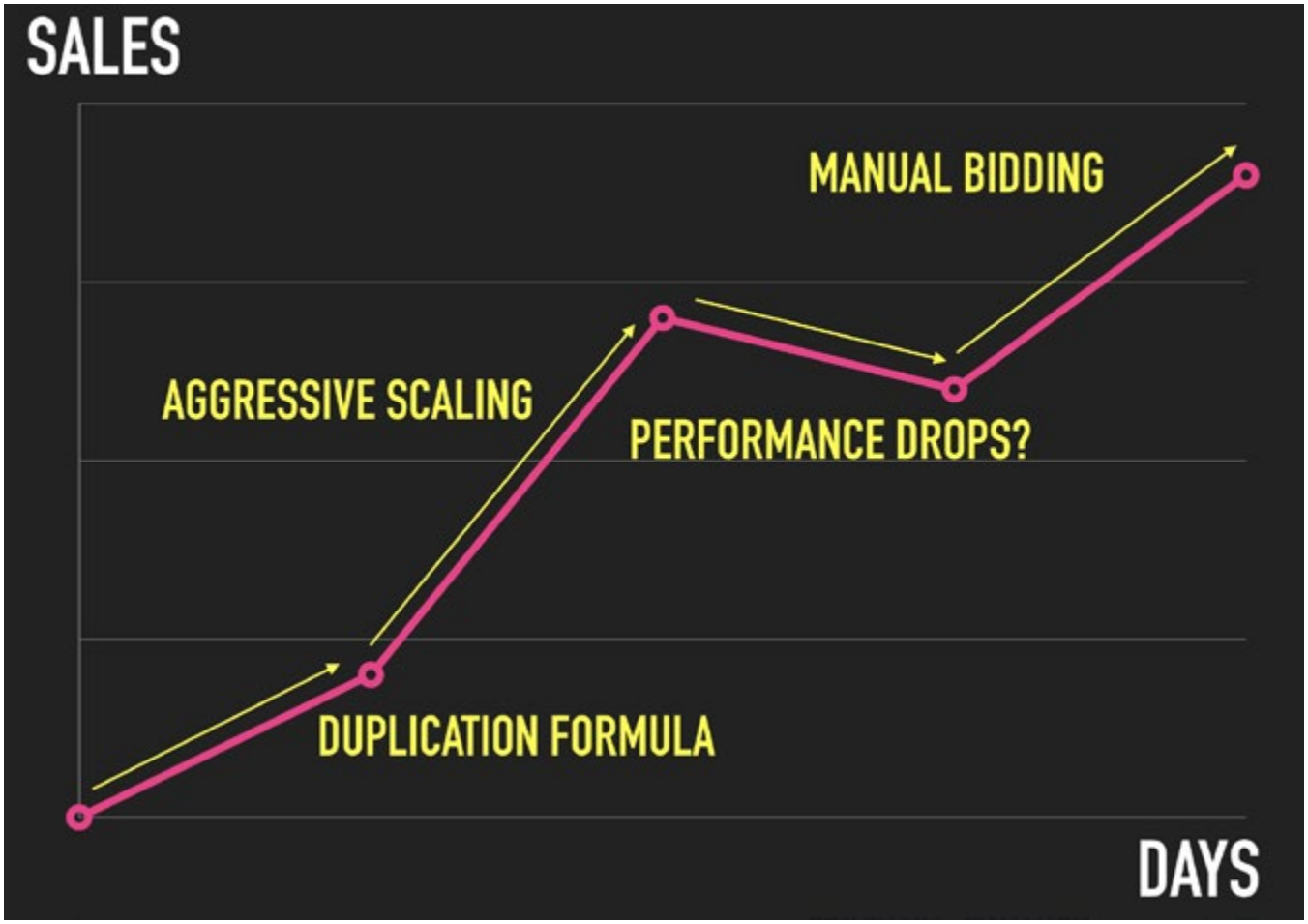
While you're in the "aggressive scaling formula" phase, do not forget that you are still launching new products into the "Duplication Formula" phase of things, all while scaling your products that have Already hit the "aggressive scaling formula phase."

Eventually, some of your products that are being aggressively scaled will start to under perform, and the ads may start to go stale.

THAT'S WHEN YOU START TO IMPLEMENT THE SCALING STRATEGY #3:

MANUAL BIDDING.

So your the sales/days of your ad strategy should look like this:



Q&A before we move on!

QUESTIONS - What is your % that you spend on FB of your REV?

ANSWER - 30% profit

QUESTIONS - What % of sales come from retargeting?

ANSWER - I don't know the exact number, I just know it's cheap

QUESTIONS - Do you increase your daily budget past $50 during the duplication formula phase?

ANSWER - Nope

QUESTIONS - At what point do you STOP selling the product?

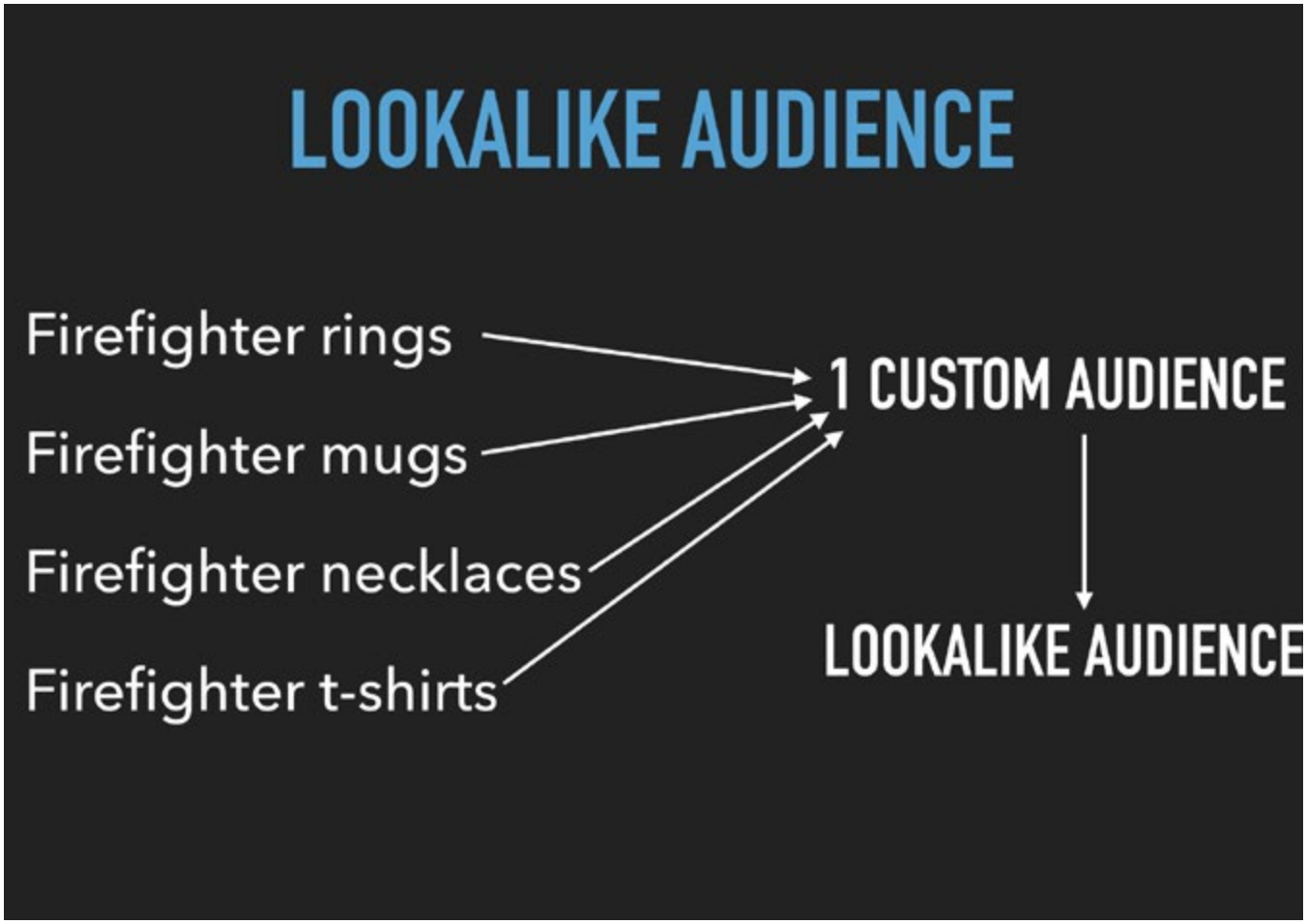
ANSWER - I stop when the CPP just stops, and we move on...

3 ADDITIONAL TIPS:

TIP #1: Niche Look-a-likes

Create a NICHE Look-a-like audience in addition to a product based one.

See example here:



TIP #2: Always retarget when scaling

Run retargeting ads on:

- Mobile News Feed
- Mobile Instagram
- Desktop News Feed
- Desktop Right Column

Start with $10 Per Ad Set on the Retargeting Ads, then increase them slowly up to $50

For the Ad copy on Retargeting ads use the following:

"Tap here to get this product"
"Have you got this product yet?"
Customer reviews as ad image

TIP #3: Always START campaigns at the beginning of the day

TIP #4: Try "Budget Optimization"

TIP #5: Always test new things in Facebook

TIP #6: Translate Language

Translating a product into a different language sspecially if the product has text in it will help You when you scale to other countries.

Q&A:

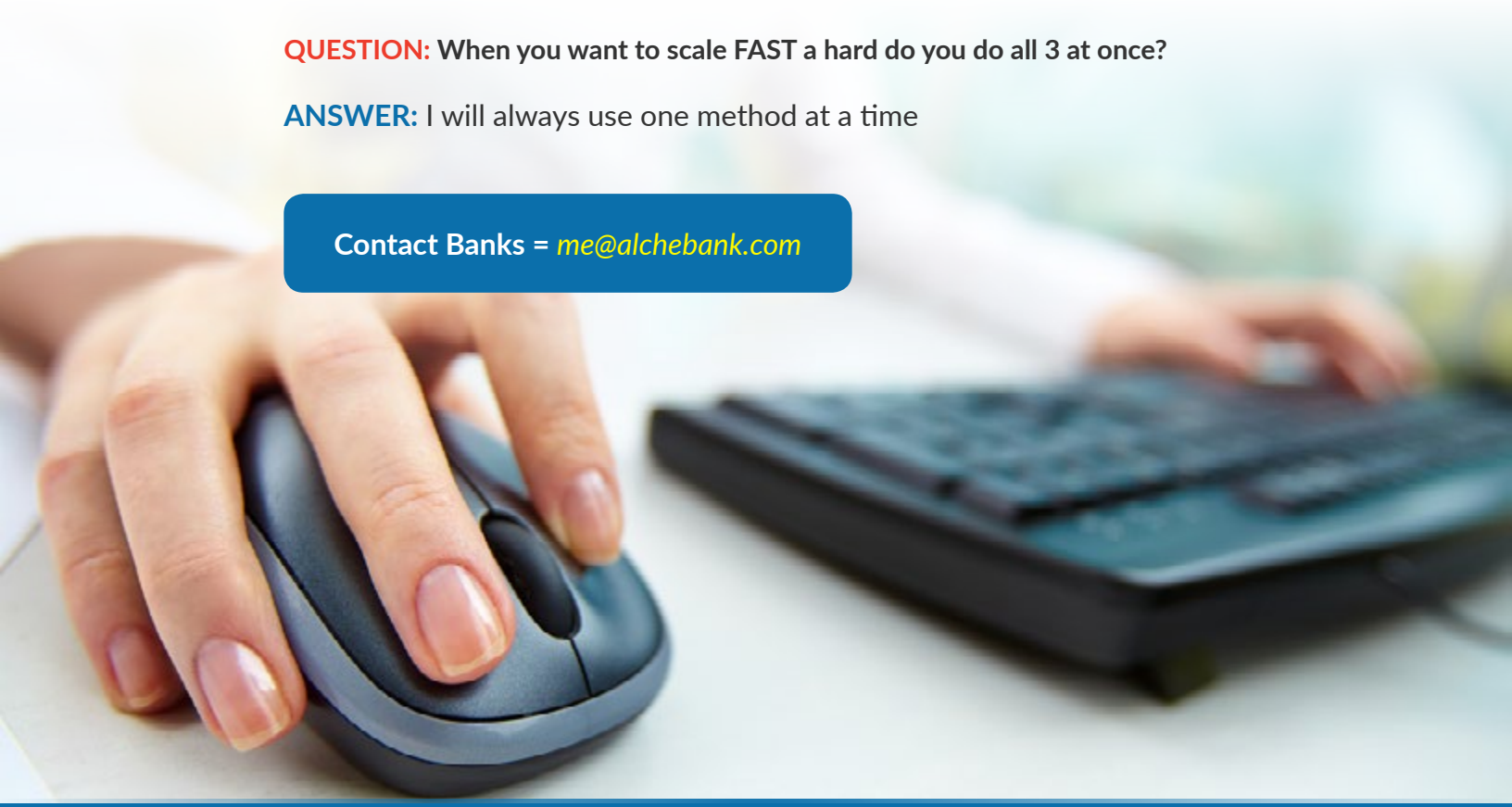
QUESTION: **7 day click or 1 day click?**

ANSWER: 1 day click

QUESTION: **When you want to scale FAST a hard do you do all 3 at once?**

ANSWER: I will always use one method at a time

Contact Banks = *me@alchebank.com*



PETER JR'S TIPS & SUMMARY

This strategy is basically a very FAST and QUICK way to TEST & SCALE your products. I think most beginners will make the mistake of trying this strategy out WITHOUT a production flow. Remember, Banks emphasized the fact that you NEED to have an amazing production flow and a solid team that are constantly testing and adding new products to your store.

With this, it'll allow you to test and test and test until you can finally implement the scaling strategy. Remember not ALL products can be scaled to the 7 figure level. Most products won't even do well at all, only a few actually make it to the DUPLICATION FORMULA, and out of those only a couple actually make it to the AGGRESSIVE SCALING stage.

And maybe only 1 or 2 of those will actually do well past that and enter into the MANUAL BIDDING stage. Don't make the mistake of trying to FORCE every single product that you launch into this scaling strategy.

If you follow the production flow that Banks has and you test enough products, you'll surely be able to find some unicorn products that would SCALE as powerfully as Bank's has done!10 years ago" These are GOLDMINES, that are low hanging fruit that anyone could easily capitalize on!

SPEAKER #3 - Banks K

Don Wilson is the founder and creator of GearBubble, he's also the one that hosted this Start Sustain Scale event. He's one of my mentors that I look up to most and he's helped built this industry and is responsible for training and helping thousands of marketers and entrepreneurs across the world have success with E-commerces and internet marketing.

Donald Wilson

Product Research Strategies For Consistent Winners & 9 Figure Business Breakdown Exercise

Don's unique ability to find hot products has long been the backbone of his massive success. After achieving record-breaking numbers selling t-shirts online, Don began systematizing his strategy and training others. With a reputation for creating and refining incredibly effective eCommerce methods, Don went on to launch his own print-on-demand platform: Gearbubble. During Don's presentations, he will breakdown his system for finding consistent product winners and turning them into a 9-figure business.

In this training, he's going to teach us how to find consistent winners using Etsy and implementing what he calls "dropship on demand", this tactic mixes the uniqueness and originality of print on demand but also gets you the high margins and vitality that comes with dropshipping.

WHAT WE WILL BE COVERING:

- Systems & production flows
- My research process
- Hitting TRENDS
- Months by month breakdowns
- Unicorn Mindset
- Holiday Mindset

EVERY moving piece in your business NEEDS to have a system and a flow. Don's system he calls "DOD" Dropship on demand.

Here's exactly what his system looks like and the order of operations:

DOD System:

- Product research
- Phrase
- Make mockups
- Launch campaign on GB pro
- Launch ads
- Optimize Ads
- Scale Ads
- Product fulfillment
- Customer Support

He explains the basics of the production flows here:

Production Flows - LHS (low hanging system - see notes above on Rachel's keynote)

Create an XX amount of new designs/research per week
Create an XX amount of new designs MADE/week
Create a X amount of products up/week

or/and

DOD (drop ship on demand)
Create an XX Amount of new testers researched/week
Create a X Amount of products Up/Week
Create X Amount of Ads Up Per/week

Imagine if you worked for a company, obviously they'll want you to do XYZ amount per week, you have quote and stuff...

So in your business, you NEED to have the same discipline, you need to hit a MINIMUM amount that you set your goal to.

It's fine to go OVER the minimum, but NOT ok to go under.

Think about it, if you were your OWN employee, would you FIRE yourself?

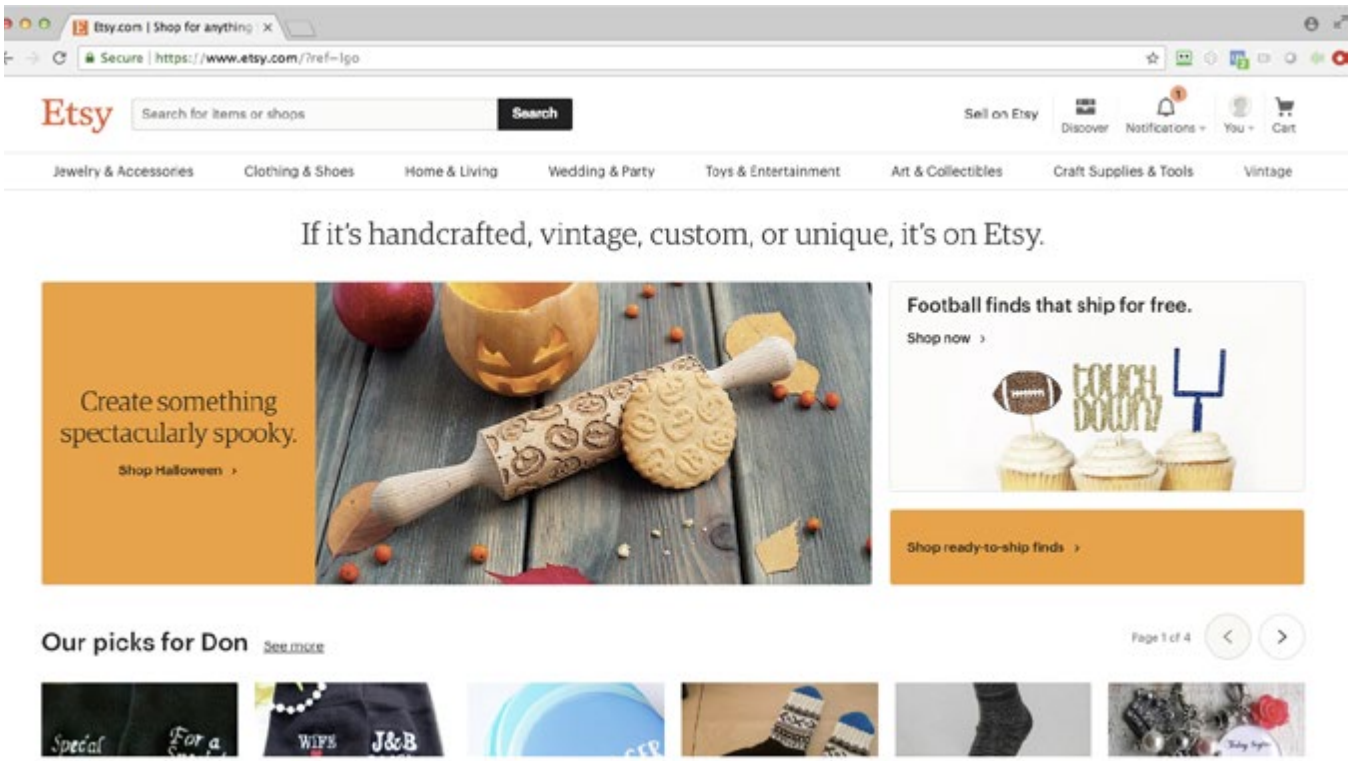
If you are setting these "XX" amount of launches or researches for your DOD or LHS work flows above but you are getting lazy and just scaling when you find winners or just letting winners gather you money but are no longer creating and testing new things... then you are doing it WRONG!

Don emphasizes to KEEP things moving forward regardless if things are going well or not well, your production flow should ALWAYS continue moving forward.

DON'S RESEARCHING SYSTEM

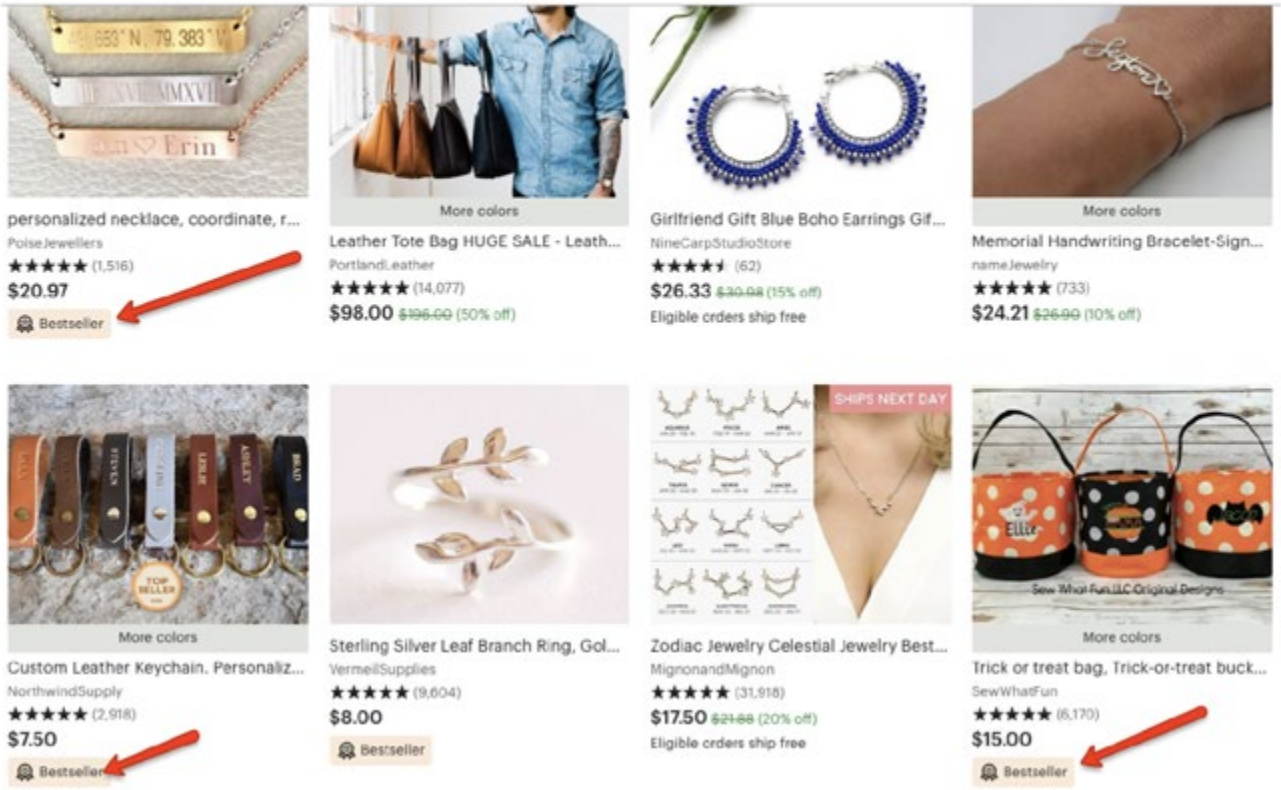
- He researches 2x per week
- Get a list of 10 products that we could test
- Organize list in order of what they believe could have massive success
- Send list to team on Saturday
- Teach launch 5 of them

Research DAILY



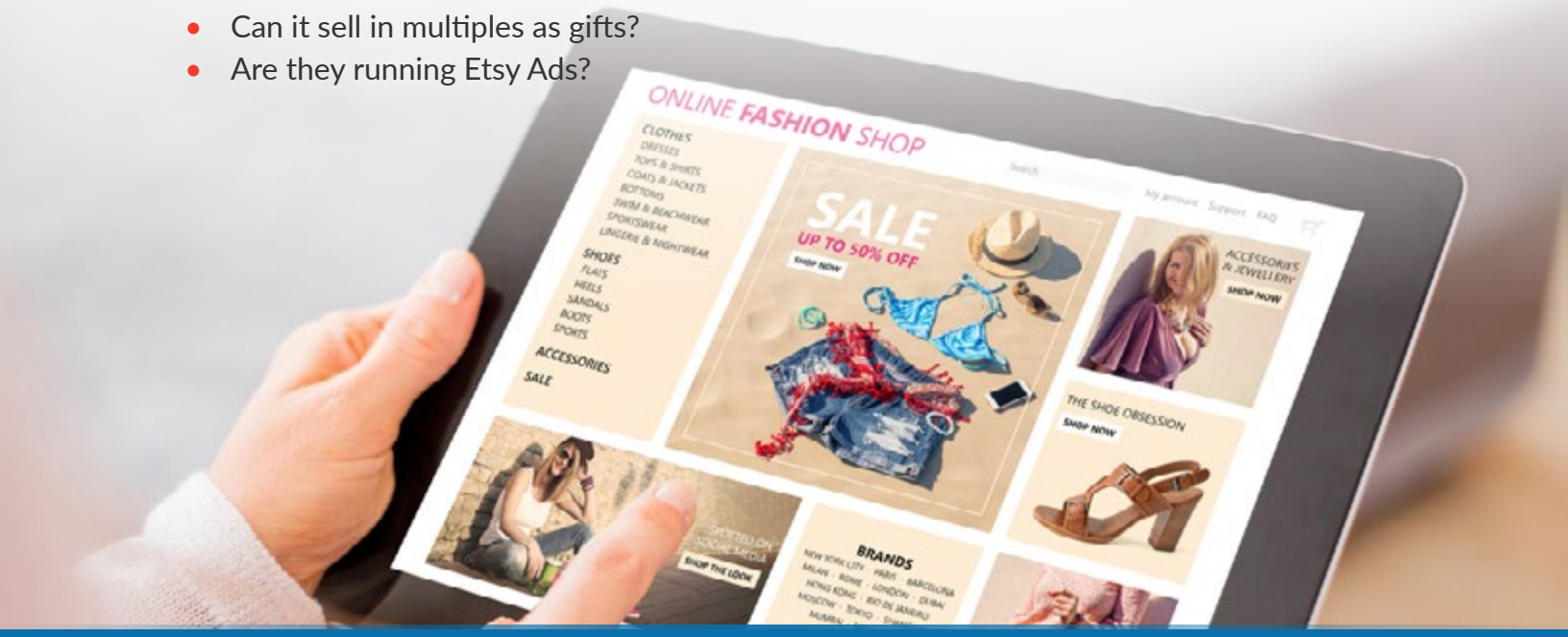
Don uses ETSY to do his researching

Go To ALL Jewelry - Scroll



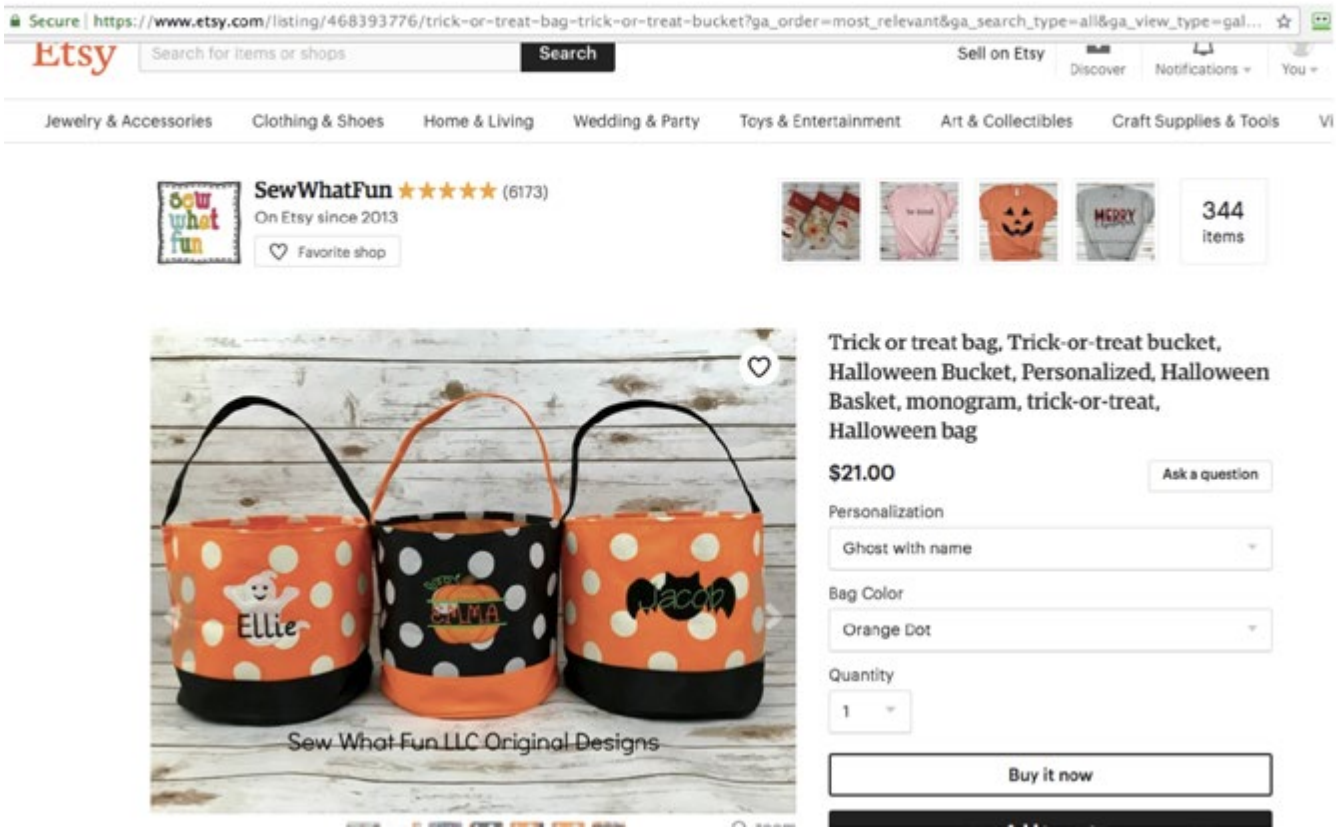
He goes in there and he's ALWAYS looking for the following:

- Best Sellers
- Recent Reviews
- Can it be Customized?
- Can it sell in multiples as gifts?
- Are they running Etsy Ads?



EXAMPLE:

Let's Look At One From Today

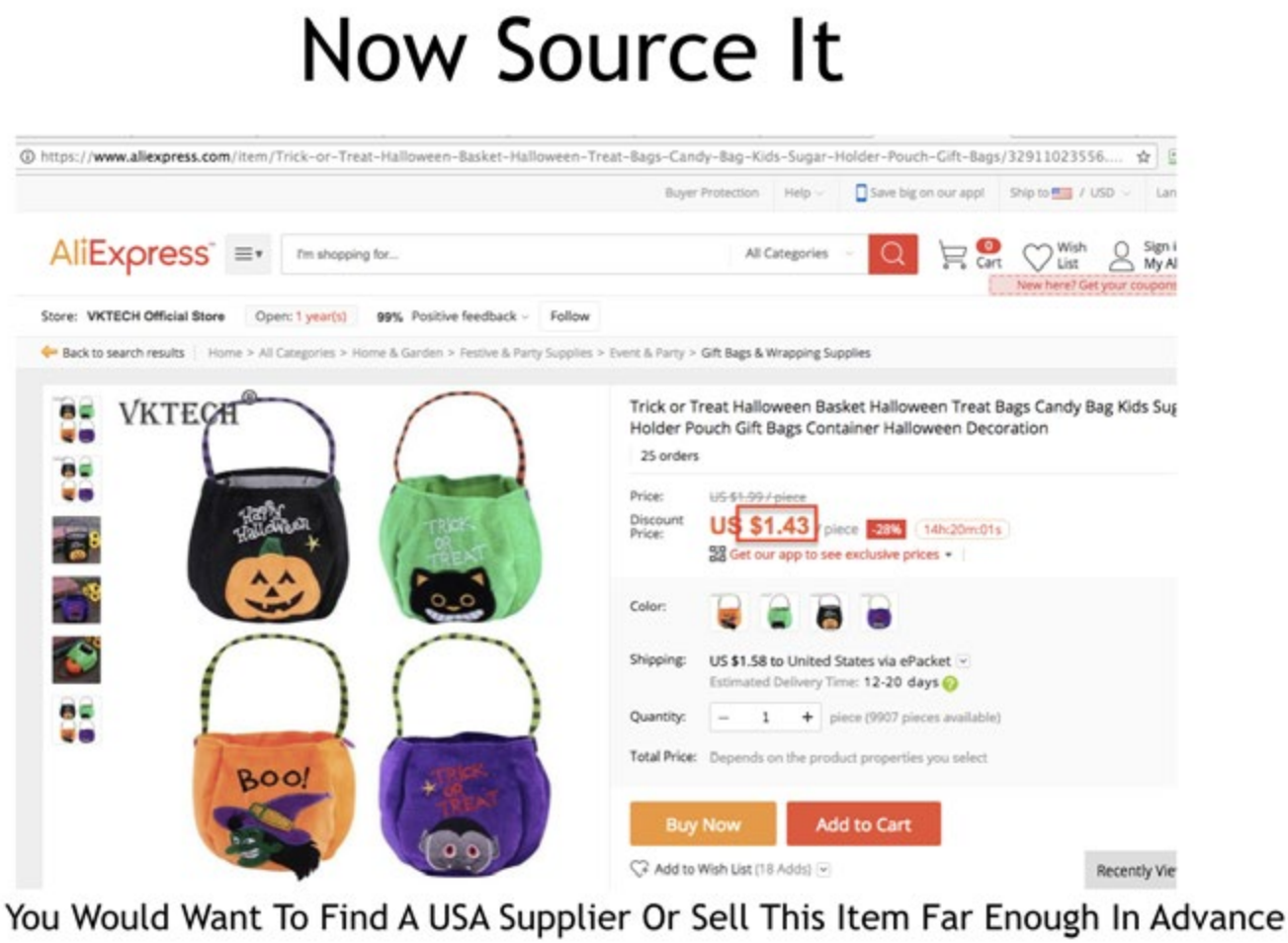


If everything CHECKS CLEAN...

Checklist

- Best Seller : YES
- Recent Reviews : YES
- Can Customize? : YES
- Can Sell In Multiples As Gifts? : YES

Then it's TIME to start RESEARCHING for places that we can SOURCE the product!



RINSE AND REPEAT, check out jewelry… check out toys & entertainment or even wedding & party tabs on ETSY!

Do this daily/weekly etc.. depending on what is the XX amount that you are required for yourself to do each week/day no matter what.

Hitting Trends

When to start promoting/testing for trends?

- About 6-8 Weeks Out.

What to promote?

- POD or USA delivery
- You can do China but you'll need to end the promo early.

Test until you can find a unicorn

EXAMPLE:

"Nobody Is better at fatherhood Than you" TRUMP FATHERS DAY ONE

On the FIRST day this product was a loser.... But the engagements were so good that he eventually tested it with manual bidding and it did 25,000!

He did 10k units in 12 days! (6 weeks before fathers day) UNICORNS DO EXISTS!

Don then goes into some MONTH BY MONTH break-downs to show you his systems & approach to this DOD system.

Month By Month Break Downs

January - The Systems & Approach

- Tried to get some evergreen products up
- Tried to get some products that have Valentine's Day
- Theme like "to my husband, to my wife, to finance etc...

January - The Products & Results

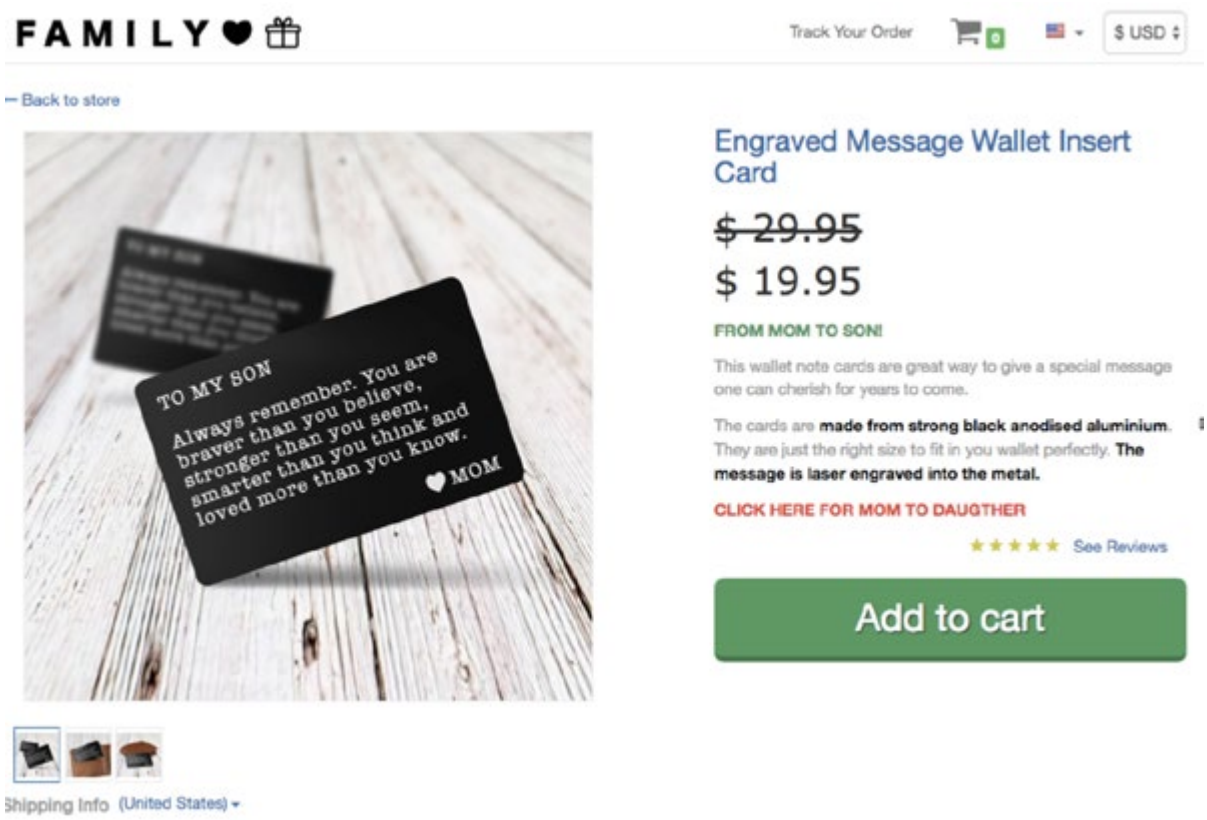
Tried to scale a product that they did last year to 7000+ units but it didn't go well this year.

February - The Systems & Approach

- Continue scaling any winners from previous months
- Look to AGGRESSIVELY scale any trend winners
- Look for new evergreen winners (wallets, dog tags, interlocking necklaces, etc)

February - The Products & Results

- Just started a new GB Pro Store/brand
- Dog tags, key chains, interlocking necklaces... almost ALL were losers
- Only wallet inserts succeeded...



March - The Systems & Approach

- Continue Scaling Any Winners - Wallet Insert
- Test New Products - 3/week (keychains, wallets, clutch bags)
- No Holiday's Coming Up - Focus On Evergreen Products

March - The Products & Results

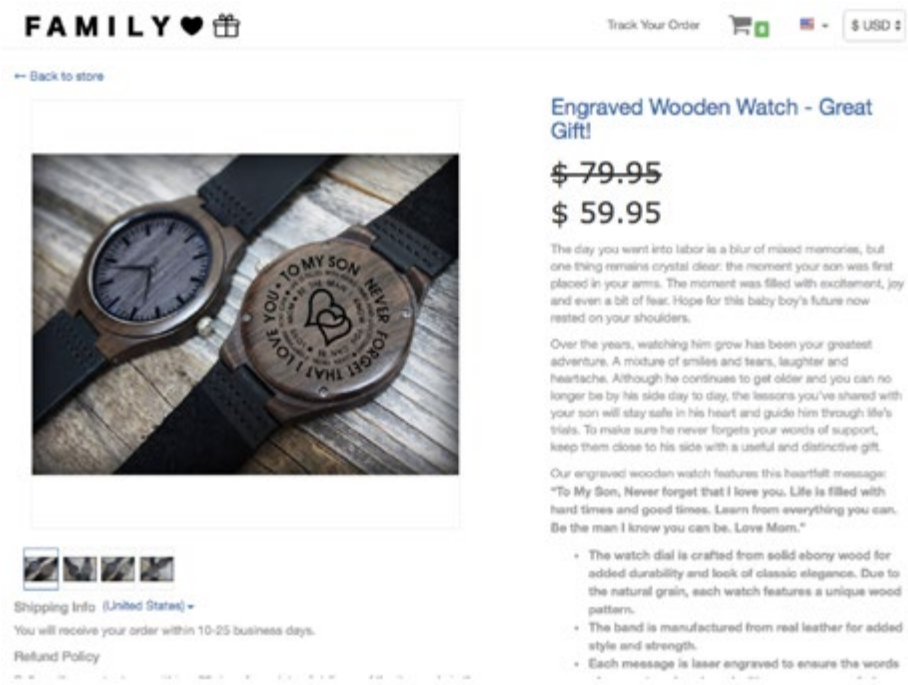
- Continued scaling wallets inserts (both vertically & horizontally)
- Solidify supply chain for wallet inserts (took a lot of time)

April - The Systems of Approach

- Test New Evergreen Products (watches, wallets, Necklace / Keychain Combo's)
- Mother's Day is coming tried finding unicorn!

April - The products & Results

- clutch bags and most new products flopped
- wallet inserts continued to sell but margins & scaling decline
- watches are the NEW Hot Product
- ALL winners started DYING and CPP started to just break even...
- BUT because we were still testing new HOT products... We found
- New winners and it's WATCHES! (And the new winner was $60)
- They are still doing $50k/day with those wooden watches



May - The Systems & Approach

- Continue scaling Mother day's campaign, and
- Launched several evergreen products...
- Missed the unicorn
- Pretty much broke even may have even made some money.

May - The Products & Results

- We still had watches rolling & selling
- We had some pocket watches selling
- We had ONE unicorn (DONALD TRUMP WINNER)
- Matt Schmidt did $150k with the Donald trump product too
- RACHEL sold a couple thousand units on AMAZON with NO ads...
- Viral Style was also selling it a lot.
- Matt Schmidt was also selling it on Snap Chat *(Same Fathers day Donald trump example as the one above)*

June - The Systems & Approach

- The systems & Approach
- Continue scaling Father's Day
- Keep testing for new Father's Day POD winners in early June
- Launch a consistent amount of evergreen DOD campaigns
- Hunt for Independence Day winners

June - The Products & Results

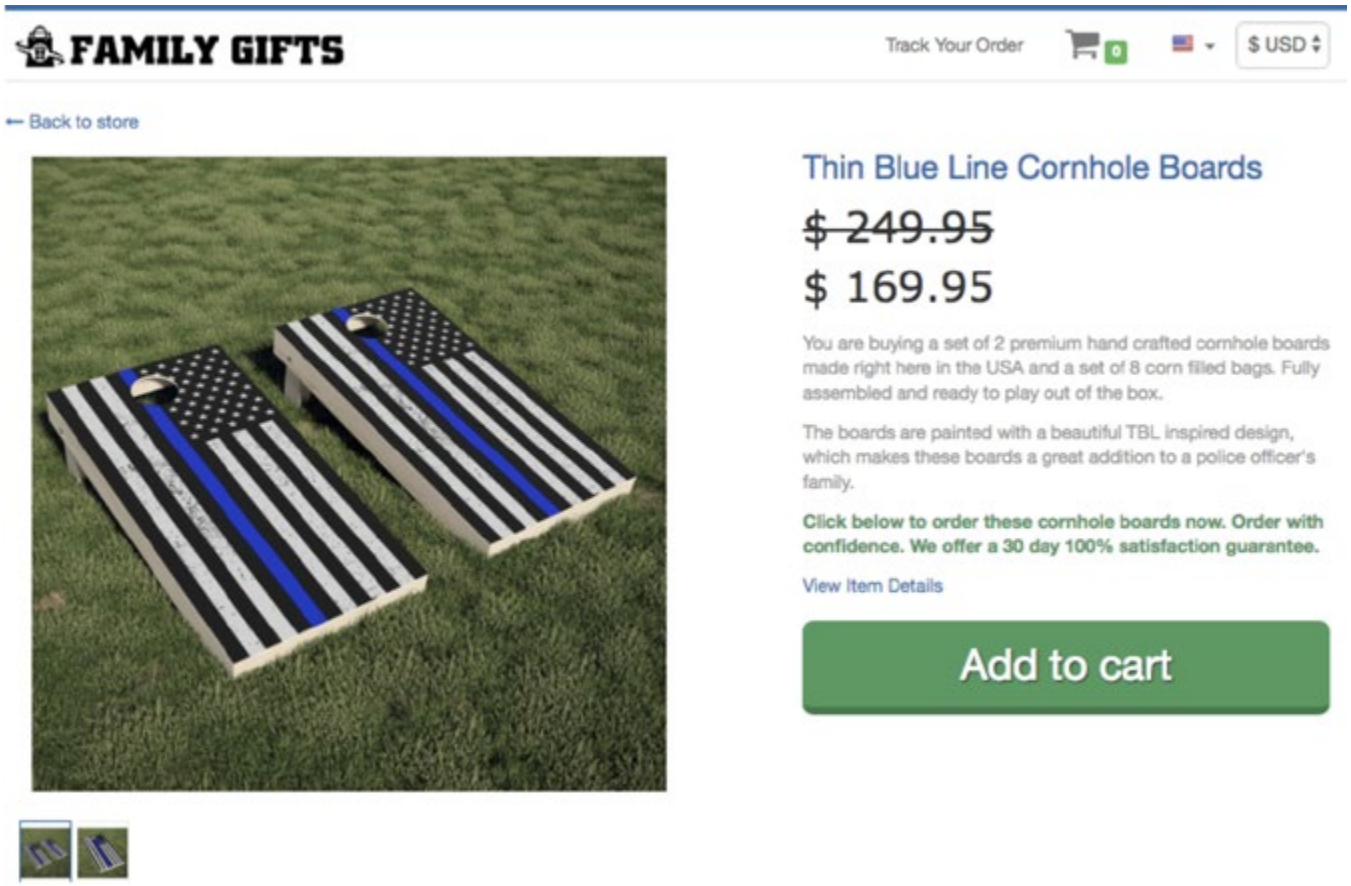
- Lost ad account in June
- We started a new brand
- June was down month for rebounding

July - The Systems & Approach

- Restarted ads account and everything
- Launch evergreen campaigns
- Look for summer winners
- Tried launching toys for kids with video ads (failed)

July - The Products & Results

- Toys for kids didn't work well, video ads weren't good
- Miss everything including Independence Day
- Cornhole board game sets did well, but broke even
- It was selling well on Etsy, so we had to try it



August - The Systems & Approach

- Continue scaling inners from previous month
- Launch more evergreen DOD Campaigns/Testers

August - The Products & Results

- All evergreen testers flopped
- Still testing more new winners
- Cornhole boards continued to sell (broke even over all, found out the corn holes cost a lot more to make)

September - The Systems & Approach

- Continue launching new evergreen campaigns
- Look for China based Halloween campaigns
- Look for USA based Halloween campaigns
- Got ready for Q4 & tried Halloween

September - The Products & Results

- Campaigns are currently selling well

RIGHT NOW, so we can't share them with you at the event/notes haha

October - The Systems & Approach

- GIFTS, GIFTS, GIFTS
- Plan Holiday Assault - Week 1
- More Campaigns

He usually skips halloween, because it's small compared to Christmas.

November - The Systems & Approach

- Scale up winners from previous month
- Double the weekly testing flow all month even while you are scaling
- Continue finding winners every single week until the end of the month.
- Add in automated emailing & weekly broadcasts
- Add in other traffic sources for scaling (not for testing, SCALING ONLY)

You should be working 2-3x more during NOV...

But you should be getting 5-6x the rev. The opportunity cost of not working hard now is going to COST you more money... Take a vacation on Jan

December - The Systems & Approach

- If you don't have your winners by NOV/DEC then it's too late...
- Scale, scale, scale all winners with PPC
- Continue putting up more POD campaigns
- Put ALL of your efforts on scaling winners!
- Email all customers a giant promotional sequence counting down until order deadlines.

He said he lost PayPal, fb ads, ETC Even lost his MOM's PayPal account

QUESTIONS - When you're testing new products and scaling winners, do you use different ads account?

ANSWERS - NOPE, same ads account, I don't worry about anything when it comes to audience overlap. The audience sizes are so huge that it doesn't matter don't get into the mindset where if you have a winner in a niche, then you cannot find another winner in that niche.

QUICK STRETCH

In short you should have production units, and consistently search for new products. But don't forget to shoot for the UNICORN ones!

You should have a plan each month that has a combination of your production flows with ever green and classic products, those will be your bread and butter.

You will also need to go after the BIG winners (unicorns) - these are the ones that will make this process worth it and what we got into this for. Scaling one campaign so high and big that you talk about it forever and it changes your entire life.

Shoot for the unicorn campaigns, put yourself in a position to hit this Campaign.

Don't be scared.

Unicorn Mindset

Don't be afraid of 4000 units/day 1st place listing on AMAZON or ETSY are out there! You can take that spot with "gift for dads, mom, sister." etc! The 300 unit/hour mug is scale with PPC is out there, it can be YOURS!

Go into ETSY, look for "fathers day" and search for quotes and things like that...

I want you to try for those unicorns, believe in them envision them, and put yourself in a place for it to be a POSSIBILITY!

HOLIDAY MINDSET

This is when you make your sales for the ENTIRE year

About mid-november the gifts really start heating up so in October 4X your through put on getting products and testers up so you can start to find your winners. People will buy holiday gifts right NOW, today. Many GB Pro sellers are doing 500 - 1000 units/day on DOD style gifts products.

You are ONE product away

Recap

- Systems & production flows
- Daily researching
- Hitting trends
- Month by month breakdowns
- Unicorn mindset
- Holiday mindset

Action Steps

Research weekly - Etsy for now 2x/week

Map out your Q4 assault plan

- What are you doing to focus on?
- How will you put production flows and systems in place to make it look like a REAL business?
- What unicorns will you go after?

Set production flows for researching & launching new campaigns - implement them within 7 days of getting back home.

Q&A

QUESTION - What's your ideal audience size?

ANSWER - as big as I can get it, we start at a 2 mil size. size becomes irrelevant because of LAA

QUESTION - How do you find suppliers in the USA?

ANSWER - Google: "USA corn hole supplier" Google: USA KEY CHAIN SUPPLIER

QUESTION - How to determine what is UNSCALABLE or when do we turn it off?

ANSWER - It's tricky, we've had several products that didn't work right at first, but then it started picking up.

I like to give it 3-5 days.

There's a science to it, but it could help you cut your obvious losers, Believe in your GUT if there's potential winner... but you might burn through a lot of cash.

There are some products that will do well in sales but still won't be profitable. No true science, the GREY area ones that you want to leave on for another 3-5 days to test usually just lose and COST you more money BUT....

... There are some that I've noticed from the grey area ones that make it out of the loser/ testing phase and become SUPER WINNERS

Usually though, when you get a WINNER... LIKE A REAL winner... it's usually pretty obvious Steve, this Gadget guy burns through a LOT of cash cus he waits a whole week before he cuts his ads

QUESTION - Do you run ads for a bunch of different niches, and they are $80 CPM? Do you use Custom Conversions, or do you use exact same pixel?

ANSWER - YUP all same pixel and everything... Once we get LAA, we use only LAA's and we use interests base for scaling... (kinda opposite)

QUESTION - Do you get sales then figure out how to fulfill?

ANSWER - YES, we worry about fulfillment after. We have dealt with a PAIN in a ass doing this, and have lost money.

But it's better if we only make 4 sales for some products, then we just usually refund them Instead of trying to fulfill

QUESTION - If you lose your ads account and lose all your LAA?

ANSWER - you can use emails or you can start all over

PETER JR'S TIPS & SUMMARY:

To make a long story short, Don really emphasizes production flows and personal accountability. You on't just keep testing products because you don't currently have a winner.

You continue to keep the process going and going despite having to scale ads when you find your winner. You have to work TWICE as hard when you are profitable, because it will keep testing movie and moving which will allow you to eventually find UNICORNS.

Unicorn campaigns are where the profits are at, that's what makes this whole entire project worth pursuing. Don pretty much wants us to keep launching and testing new products while we are scaling current ones instead of stopping the research while we are scaling current ones.

SPEAKER #4 - Travis Patelle

Travis Petelle

eCom Subscriptions

Travis' ability to crack into unique niches has allowed him to become a veteran eCom expert. While others ride the income rollercoaster, Travis has maintained a strong foundation in the eCommerce space. To keep his month-to-month income consistent, Travis has developed distinct eCom subscription offers. By copying Travis' technique, you'll find out how to produce a stable monthly income.

I've know Travis Patelle for quite some time now, he's a great marketer and has done a lot of work in the ecom space.

In this training he teaches how to do Subscription offers and how to really maximize our customers life time value.

By offering subscription offers, we can then make much more money collecting monthly fees from our customers and it will allow us to be able to pay more money for ads.

He starts off by introducing himself, telling you who he is. He went to Auburn University to become a dentist, but didn't want a job.

So he started a few businesses like ping pong or security guard services at parties. He almost got sued.

He ended up earning TWO college degrees, both of which he didn't do anything with and just left them at his parents house.

He eventually started internet marketing and started doing things like web design and blogging, eventually got a corporate gob as a staffing branch manager.

In 2014 he started eCom by selling shirts on Teespring and that is where he really started to find success! Since then he's built a large team for his Shopify stores and now he's working on building his empire!

HE COMPARES THREE TYPES OF FUNNELS

1. SINGLE PRODUCT FUNNEL
2. ECOM STORE FUNNEL
3. SUBSCRIPTION FUNNEL

Let's go over each of these three in great detail!

1) Single Product Funnel:

PROS:

- High conversion rates
- Focuses solely on single offer
- Easy custom audience/retargeting

CONS:

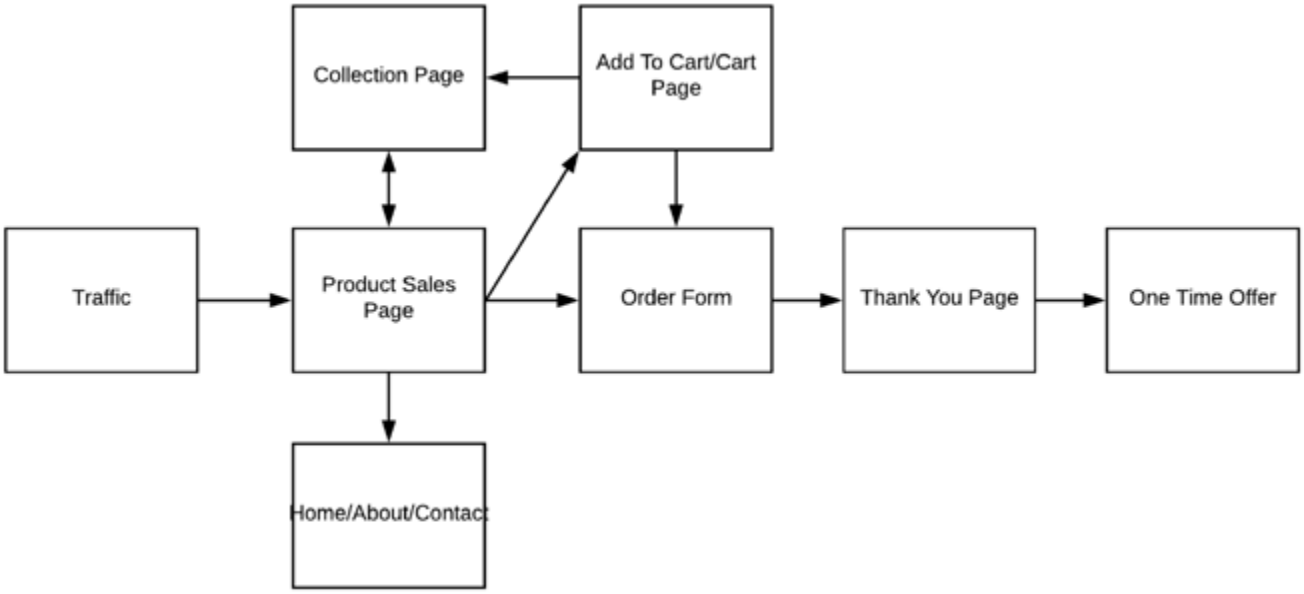
- Lack of branding
- Cart order sizes limited
- Only one option for lead

The single product funnel focuses on a sales page that ONLY has ONE product to offer to your traffic that you bring in.

This will spark many advantages and disadvantages like the ones I mentioned above. Having a SINGLE offer on a page usually would increase conversions, but it does make your cart order sizes limited because they cannot buy any other product.

This type of funnel would be similar to the basic GearBubble, Tee-spring, Viral Style print on demand type ones. You get the Sale then you try to make more sales but adding up-sells, cross-sales, email marketing, and remarking.

2) E-Com Store Funnel



PROS:

- Good branding tool
- Larger cart sizes
- ore product option

CONS:

- Conversion rate lacking
- Only a portion of products listed in your store sells
- A lot of distractions and upkeep

This is your basic traditional Shopify store type of funnel. You drive traffic to a product page and hopes that your customers either buy your product, or browses around and purchases other products off your other collections. It's a great branding tool to and you will generally have much larger cart sizes on your orders.

Your customers have a ton of options and choices to pick from and this should really help with your overall brand, awareness, and story telling of your company. Negative side of things, is that it is hard to keep up with, only a small portion of your products in your store will be making majority of the sales. And the upkeep of having a HOME / ABOUT / Contact page, reviews, relying on Shopify servers etc…

It could all get distracting and your customers much browse around and end up not buying a thing because your store doesn't feel as exclusive as a single product funnel where everything is concentrated only on ONE product and there is only ONE action that they could make.

3) Subscription funnel

PROS:

- Great conversions
- Higher lifetime
- Monthly consistency
- Great backend potentially

CONS:

- Logistics & customer management

This is the main funnel he tells you to do. It has the same HIGH conversion rates as the SINGLE PRODUCT funnel, but it retains the customers and gets them into a monthly consistent back end.

This will allow you to scale your ads and really start building out your buyers list at a much more aggressive fashion!

LET'S LOOK AT THE NUMBERS!

His old ecom stores had too many DIPS because of the inconsistency, and he also talks about how his ecom stores have VERY low conversions.

The way he was able to counter that, was to build a subscription based funnel that'll help with the conversions and it'll help whenever he has those huge "dips" in sales.

1) SINGLE product funnel

4% conversion rate
$30 AOV
1000 Viewers = $1500

2) ECOM STORE

3% conversion rate $45 AOV
1000 viewers = $1350

3) SUBSCRIPTION FUNNEL

4% conversion rate
$30 AOV
3 month average retention
1000 viewers = $1200 x 3 month = $3600 Total...

(more than 2x of the single & ecom store funnel)

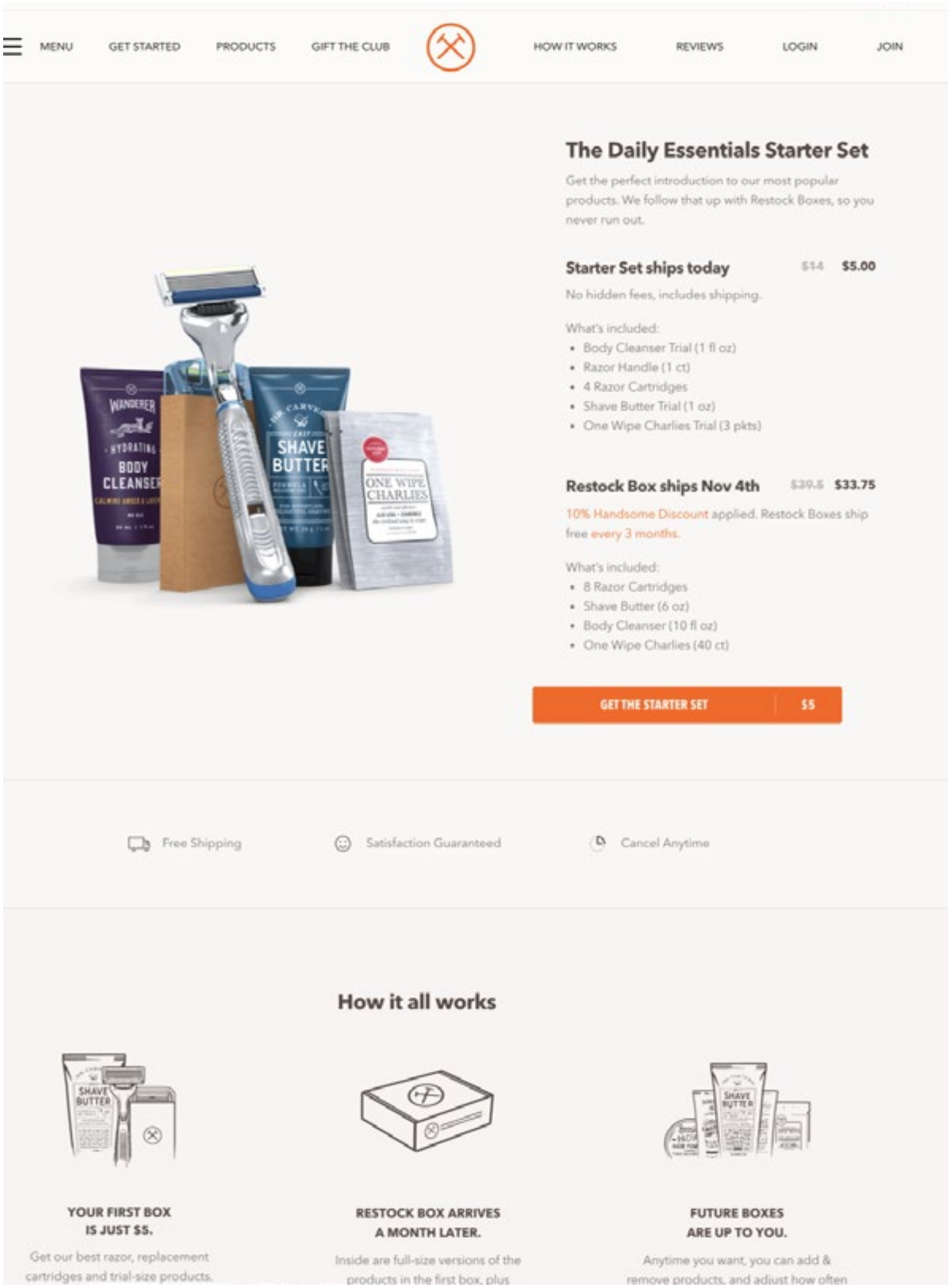
Examples of different types of subscription offers:

Single Physical Product (send them 1 product per month)

Example Shown Cow Shirts:

- Multi Box Product (send them multiple products per month)

Example Shown Razor Shaving Club:



- Digital Product (kind of like Netflix or Hulu)

Example Shown FPA membership:

Our Motto

The Family Protection Association helps members minimize risks and maximize lives. We're focused on the safety, security, and success of the family.

About FPA

As you know, we live in uncertain times, and now more than ever, the health, welfare, and safety of the American family is threatened. In fact, there are more threats to your family than ever before, so we're working tirelessly to help you protect their safety, security, and success.
When it comes to safety and preparedness, FPA is the place where risks are limited and lives are maximized. We want to unite individuals on one singular aim: Protecting their families at all costs.
Our team of dedicated researchers and experts will provide relevant and practical information that you can employ in your protection strategy.

Over the years, FPA has helped over 100,000 people better care for and protect their families. For the sake of your loved ones, it's time you reap that same benefit. Join the Family Protection Association – For the safety, security and success of the family.

What Are The Benefits Of Being A Member?

Additional Benefits And Goodies	BUY MEMBERSHIP
Master Training Courses	✓
Premium National Discounts	✓
Welcome Gift	✓
FPA Membership Card/Sticker	✓
Exclusive Expert Content	✓
Wholesale Product Pricing	✓

- Private Membership (FB group, slack, mentorship etc)

Travis Patelle Boardroom membership:

- Service Contracts (kind of like agency work)

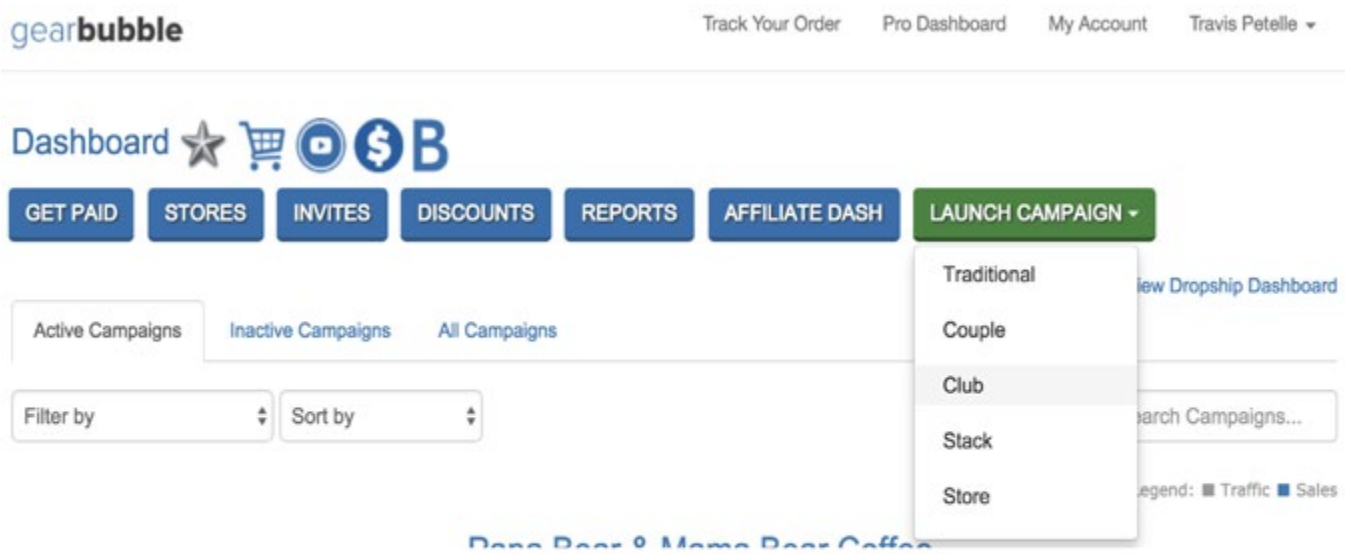
HOW TO CREATE A SUBSCRIPTION OFFER TODAY

3 things needed:

1. Sales funnel
2. Customer management system
3. Products

Here are a list of several ways you can CREATE your SUBSCRIPTION offers today:

- GearBubble has a CLUB feature, you can use it!
  (You could literally get this done in under an hour)



Easy customer management… reliable product fulfillment… minor responsibilities

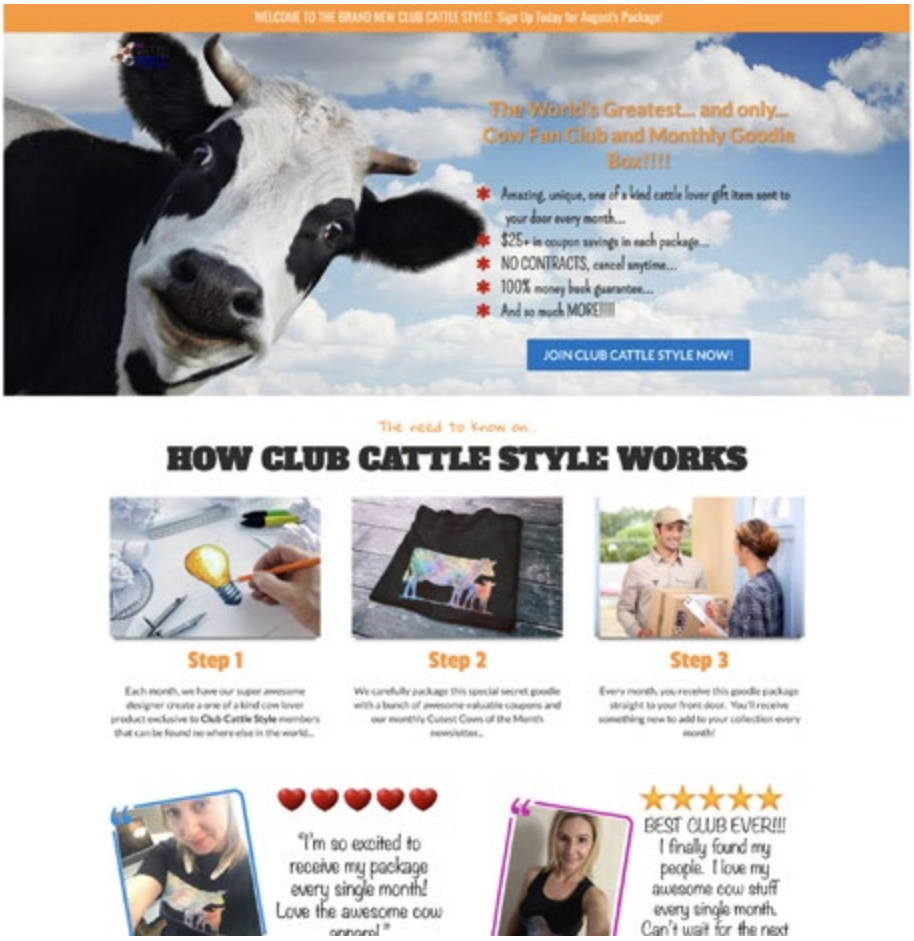
- Or you could use things like Stipe & Click funnels

- Or you could use a Shopify Store and use apps like: Recharge, BOLD Subscription Apps
- Crate Joy is also one for you to use
- Membership subscriptions use FB groups, Kajabi, teachable, click funnels membership, etc…

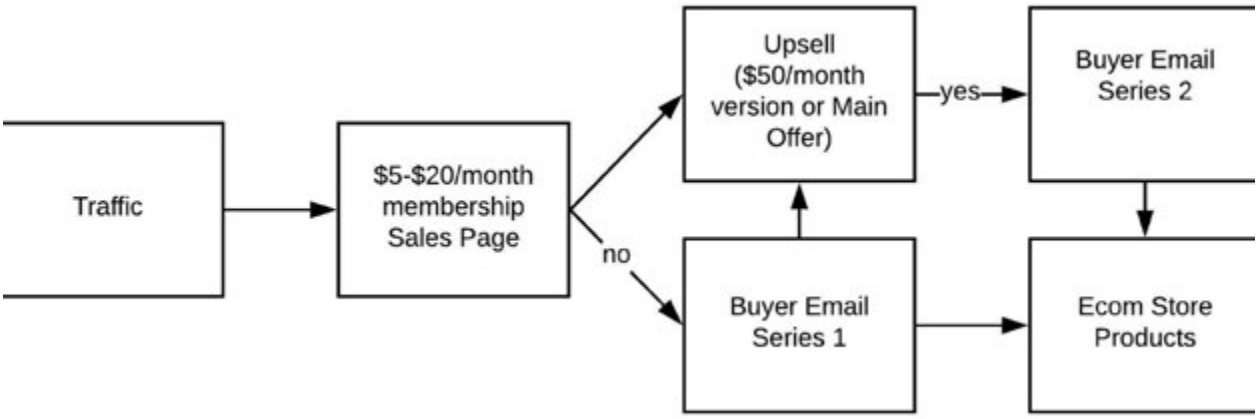
EXAMPLE:

He's been selling to the Cow lovers niche for a long time, he's even built a fan page that has over 300k likes

He then created a COW club subscription
He charges $20/month

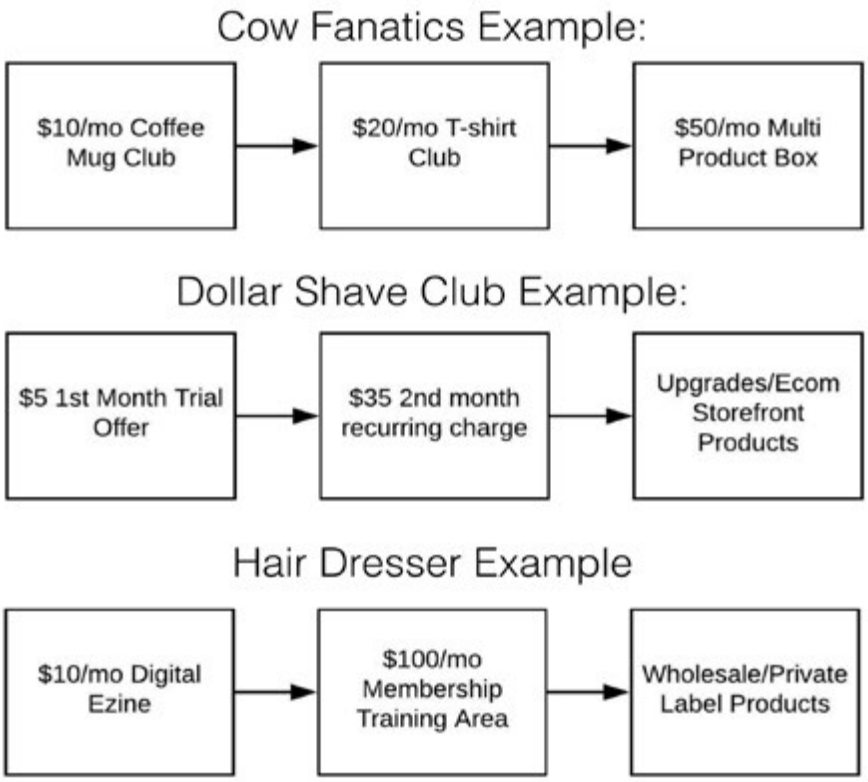


Here's an example of how his COW subscription funnel looks like:



Traffic goes to a $5-$20/mo membership site, then they get up-sold to a $50/mo offer. If they rejected the $50/mo offer then they will get emails back to the store with all his other offers, if they accept his $50/mo offer then they get emailed back into the store with other offers regardless!

He then shares a few more examples of how these funnels should look like:



Value bomb to an offer:

Perceived value goes up significantly when providing a membership with their purchase… PLUS, it provides an amazingly easy upset opportunity…

Example:

Selling a fitness supplement or equipment?
Provide a month FREE of your private member's training area where you upload weekly workouts…

How to make your subscriptions offer rock:

2 easiest ways to make more money:

1) INCREASE CONVERSIONS RATES

- T-Split test each piece of your funnel
- Dial in who your audience is and what they want
- Build your data

2) INCREASE LIFETIME VALUE OF EACH CUSTOMER

(retention rates)

- Provide quality product
- Deliver on time
- Membership perks

Q&A

QUESTION - **Lets say you have winning drop shipping product, would you have One Click Upsell for subscription? (if subscription is digital)**

ANSWER - If your well selling product is in ecom store, I'd put it to single product funnel, then use OCU to digital subscriptions. You can also do this on GearBubble!

QUESTION - **Do you ever go negative on ads or front end just to get subscriptions members?**

ANSWER - Yes, if I know my average purchase value I do go negative on Ads knowing that they will stay subscribed and I will start to profit!

QUESTION - **What's the subscription cancellation rate?**

ANSWER - Membership it's the quality, we are seeing a average of 3 month
and for holidays it's usually 612 months

QUESTION - **Out of the number people that purchase the front end product, how many people actually buy the upsell to the membership subscription?**

ANSWER - Total depends on your front end offer and how it ties well into
your upsell membership!

SPEAKER #5 - X Steven Black

Mr. X

7-Figure Amazon PPC Strategies

What can we tell you about Mr. X... Well, he's currently dominating Amazon with over 7-figures in sales. With a phenomenal PPC strategy in his back pocket, he's continued to crush the markets he goes after. Along with Mr. X's identity, he will also be revealing this Amazon PPC strategy inside the event walls.

Mr. X or AKA Steven Black does Agency work & works with 8 figure monsters, he also is probably one of the BEST paid ads with amazon guys out there. He's NOT a guru and doesn't really want too many people to know who he is.

His training is extremely exclusive and we were very fortunate to have had him with us at the event. When I met him personally, I found him to be extremely motivational and inspiring.

He's very genuine and loves teaching and sharing his knowledge with anyone he could!

He's been a marketer and an online business owner for over a decade now, he's grown brands in brick and mortar, ecom as well as Amazon.

He currently owns a media agency specifically geared toward helping Amazon private label sellers - Unstoppable FBA

He consult and teach amazon private label sellers the marketing strategies to take their businesses higher.

He also manages external traffic, PPC, & content generation for a couple dozen client brands including some 8 figure monsters.

90% of the sellers he helps are either just starting or are still under $25k a month revenue.

"Most Amazon guys don't know FB ads, and most Facebook Ads guys, don't know Amazon!"

Why Utilize Amazon Sponsored Product Ads?

Amazon's PPC system is the Lowest hangin fruit out there!

From Feb 2018 - July 2018 there was over 2.6 billion viewers on Amazon

More people are starting their searches for products on Amazon instead of Google or another search engine according to performance marketing agency Merkle. That means advertisers are willing to pay more to show up in keyword searches!

People come to Amazon with an idea what they want. They are ALREADY HOT and in BUYING mode!

Amazon listings convert 3x higher on average than listings on Google

Amazon listings convert at 20%, but the CTR is a little less than google

So 1/5 people that go on your listing will buy!

Marketers spent more on Sponsored Products ads, up 165%, during the second quarter of 2018. This ad group continues to account for the majority of Amazon search investment, taking 88% spend share In Q2. They also drive the highest sales per click for advertisers among Amazon's search formats.

Analyzing advertising bids on both formats, Sponsored Products and Headline Search Ads clicks convert at more than three times the rate of Google Shopping ad clicks.

You should be using Amazon PPC BEFORE FB Ads

- Easier to implement than FB ads
- Less variables to track vs FB ads (No creative, landers, copy, offers, warming audience etc...)
- Customer acquisition on Amazon costs far less than FB ads.

(I costs on average 5x as much to attract a new customer than to keep and resell an existing one. People are already used to the Amazon platform and love it because of how easy it is to use as a customer. People use Google to research, they use Amazon to buy.

Immediate effects on costs, profitability, and gaining rank which drives the growth of organic sales. You can literally start making money with a "ramen noodle" budget.

Easier to control costs - It isn't about how much you make. It's about how much you keep!

OPTIMIZATION

Before we run ads, we need to make sure we have all the right pieces in place to maize ROAS (return on ad spend) & minimize our ACOS (Advertised cost of sale)

First, optimize everything about your listing:

- Title
- Bullets
- Description
- Image (this is a MUST)

We need to STOP scrolling and pick out your product against all the others and once they click, you have the highest chance of converting them as possible.

Also, pay attention to use the ***KW tools*** he mention to optimize the terms in your backend so that your campaigns find other relevant keywords for you and you show up in more searches

There is no point in running PPC if you have “holes in your bucket”

How much can we spend?

You NEED to know your breakeven ACOS % (Advertised Cost of Sale) for the product you are selling. If you are running multiple products, then you need to know this magic number for EACH of them!

ACOS: - If you are not familiar with this, it is pretty simple to calculate. ACOS is a ratio of ad dollars spent to gross product sales.

ACOS % = Total Ad Spend/Total Product Sales

It does NOT take cost of goods sold and fees into consideration and therefore not a measure of profitability.

Net profitability is calculated as your net profit margin PER UNIT sold.

Selling price per unit

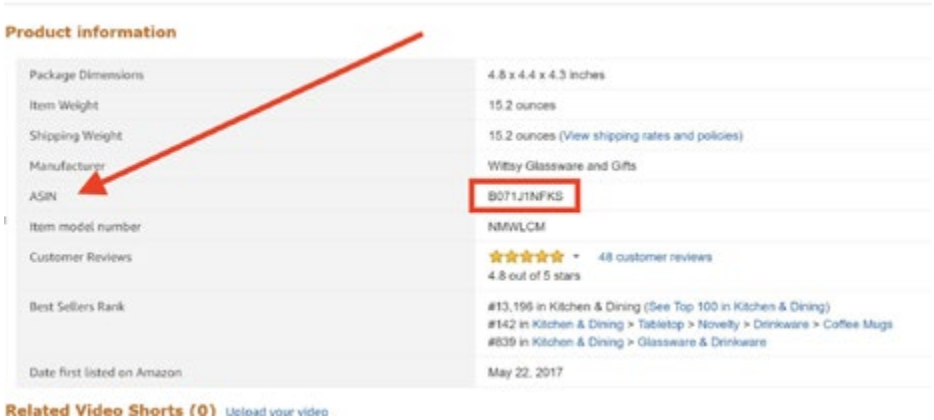
- cost per unit from the manufacturer
- cost per unit of shipping
- FBA Fees per unit sold
- As example, if I am selling something for $19.99 and it costs me $3.40 per unit to make, $1.4 to ship and my FBA fees are 7.2, my net profit margin is $7.99 per unit or 39.96%
- That 39.96% profit margin is my BREAKEVEN ACOS %, meaning for every 100 units I want to sell, I have $799 of adspend to use before I start to lose money.

3 STEPS to sorting the ACOS

STEP #1 - We find our product on Amazon

"NO MATTER HOW LIFE GETS AT YOU, AT LEAST YOU DON'T HAVE UGLY CHILDREN" MUG

STEP #2 - Scroll down to the listing, and copy the ASIN



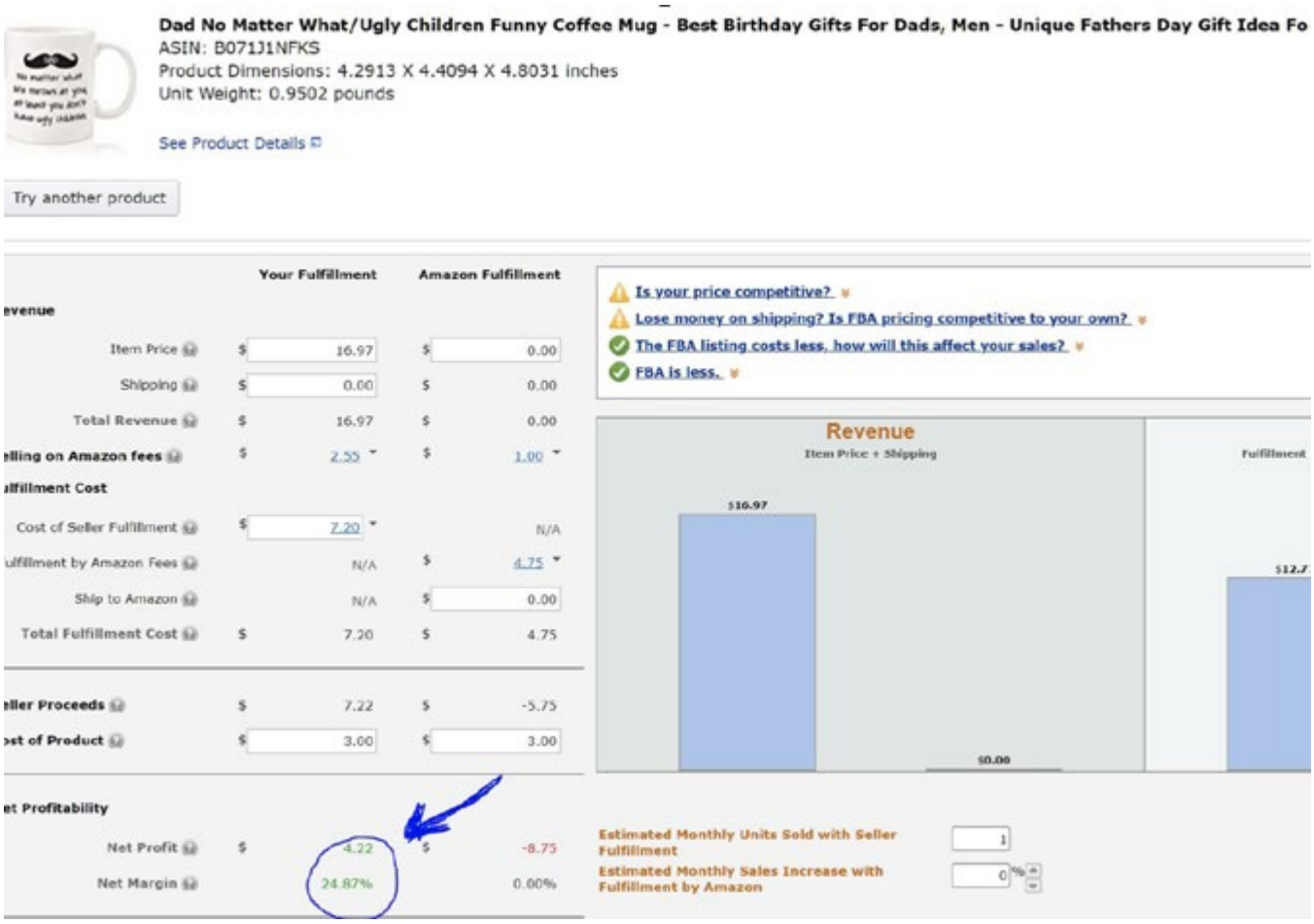
Product information

Package Dimensions	4.8 x 4.4 x 4.3 inches
Item Weight	15.2 ounces
Shipping Weight	15.2 ounces (View shipping rates and policies)
Manufacturer	Witty Glassware and Gifts
ASIN	B071J1NFKS
Item model number	NMWLCM
Customer Reviews	48 customer reviews 4.8 out of 5 stars
Best Sellers Rank	#13,196 in Kitchen & Dining (See Top 100 in Kitchen & Dining) #142 in Kitchen & Dining > Tabletop > Novelty > Drinkware > Coffee Mugs #839 in Kitchen & Dining > Glassware & Drinkware
Date first listed on Amazon	May 22, 2017

Related Video Shorts (0) Upload your video

STEP #3 - Type in "Amazon FBA revenue calculator" on Google, and click on the very first thing that pops up... From there you literally just fill in all the numbers # that we mentioned above and the calculator

will sort out what your margins are via FBA in the Revenue Calculator



As example, if I am selling something for $16.97, and it costs me $3.00 per unit to make, $7.20 to ship and my AMAZON fees are $2.55, then my net profit margin is $4.22 per unit or 24.87% That 24.87% profit margin is my BREAKEVEN ACOS %, meaning for every 100 units I want to sell, I have $422 of ad spend to use before I start to lose money.

Net profitability is calculated as your net profit margin PER UNIT sold.

Selling price per unit

- Cost per unit from the manufacturer
- Cost per unit of shipping
- FBA Fees per unit sold

Introduction To Mr X's Campaign Setup And Structure

You need to know about how to build a proper campaign structure to take advantage of all of this data and maximize your ROAS (return on ad spend).

Which search type should you use when running an ad campaign?

The simple answer is all of them.

You might think of these search terms as fishing bait. A broad match is throwing out 20 different lines with 20 different types of bait on the hook. You're certainly going to get your bait in front of a lot of fish, but you don't yet know which fish likes which bait.

You may have 30 fish surround a single bait, but only 3 of the 30 fish take the bait. Or you may be disappointed that your bait attracted a carp that you didn't want to eat. As you move from broad match to phrase match to exact match, you're eliminating some of your fishing lines and bait and narrowing in on the bait that attracts the fish you want.

The ultimate goal is to cast out your best bait and watch it draw the fish you want. Each search type has its advantages and disadvantages. If you're just starting out with your first campaign, you may not have a lot of good, solid data to etermine exact keyword matches, so simply run a broad match for one month before you analyze your customer search terms.

Then slowly begin bidding on phrase matches and exact matches to see which keywords get you the highest click-through-rate (CTR).

Remember that patience is one key to successful online advertising.

Most online sellers don't find advertising gold on the first or second try.

But those who continue to track, test, and learn from their campaigns will become better and better at it over time. Also, there is only so much Ad space that amazon has in relation to people that search for your keywords.

You are "bidding" on that space just like a car auction.

If you want the most qualified eyes on your product then you are gonna have to spend some cash!

Campaign Setup And Structure

- Campaign Structure

You need 4 campaigns **per sku** (meaning per variation) that you have.

Meaning if you have more than one product, you need these 3 types of campaigns PER PRODUCT for your brand.

Auto Campaign

This is your _____ campaign.

An auto campaign is one that both looks for relevant search terms for you to bid on in the auction AND bids automatically on those placements and keywords against the daily budget you set for the campaign.

When you are first running ads for a product – give this one a healthy budget and let it run for 4 to 6 weeks to collect data.

Next, after you get that data, you will want to setup your other 3 campaigns as a _____ **broad,** _____ _____ _____**s**.

Manual campaigns allow you to put in whatever keywords you want and manually set the bid for those keywords alongside your daily budget.

You should take your highest converting keywords and put these into your manual campaigns.

This is now where you can turn down the auto campaign budget and put some of that cash behind your winners. Use Heluim10's **magnet** or seller.tools and take your "seed" keyword(s) and get about **200+ new keyword phrases** add these to your manual campaigns.

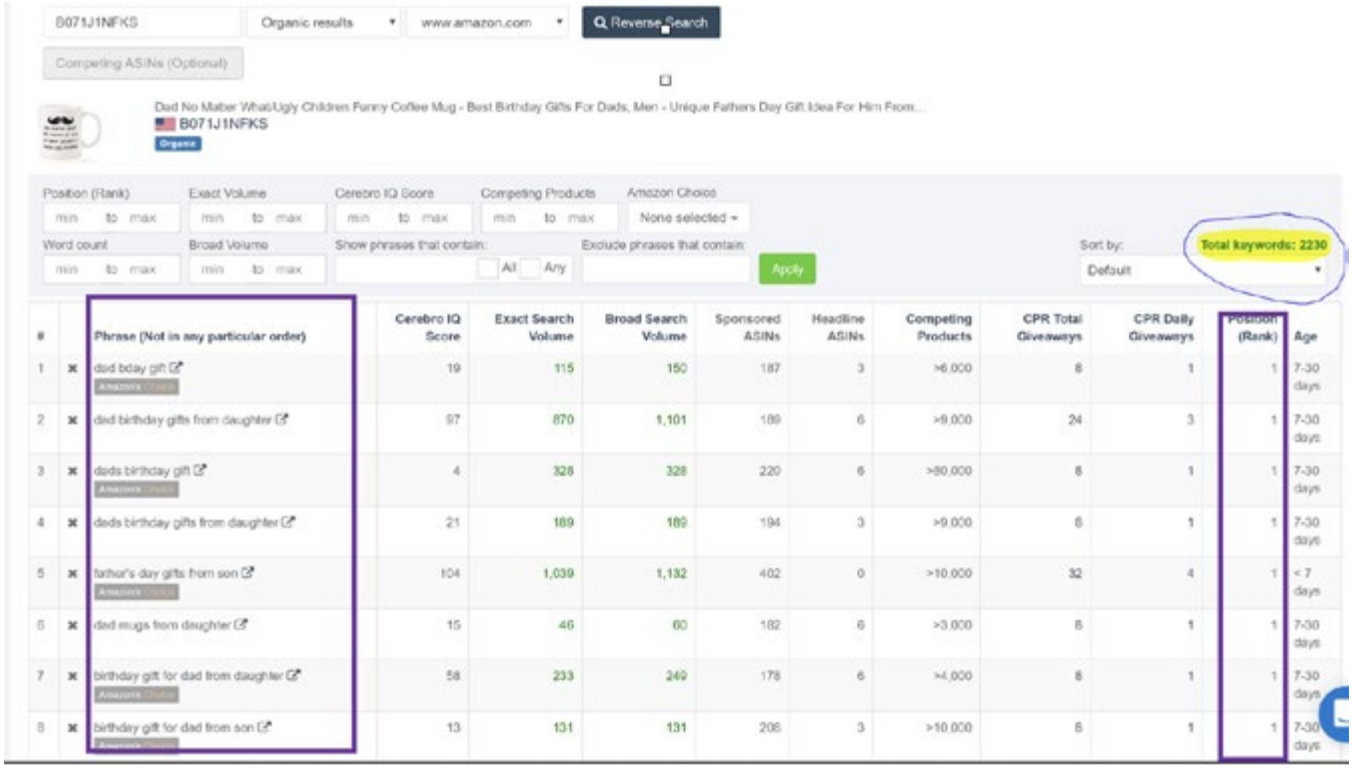
Make a list of your top competitors' ASINs (I like to use top 5 -10) and use a reverse ASIN tool like Helium10's ***Cerebro*** to find what keywords they are ranking for. Compile these phrases and put those in the manual campaigns – should be over **1000+ keywords**

HELIUM 10 - helium10.com –> SUITE OF TOOL

You need to make sure that you hav a list of accurate Keywords for your listing that we are advertising for.

There are a load of tools for this but of the tools I've used, I only recommend Helium10 or seller. tools. They are both Fantastic in making sure you have relevant keywords to Advertise for.

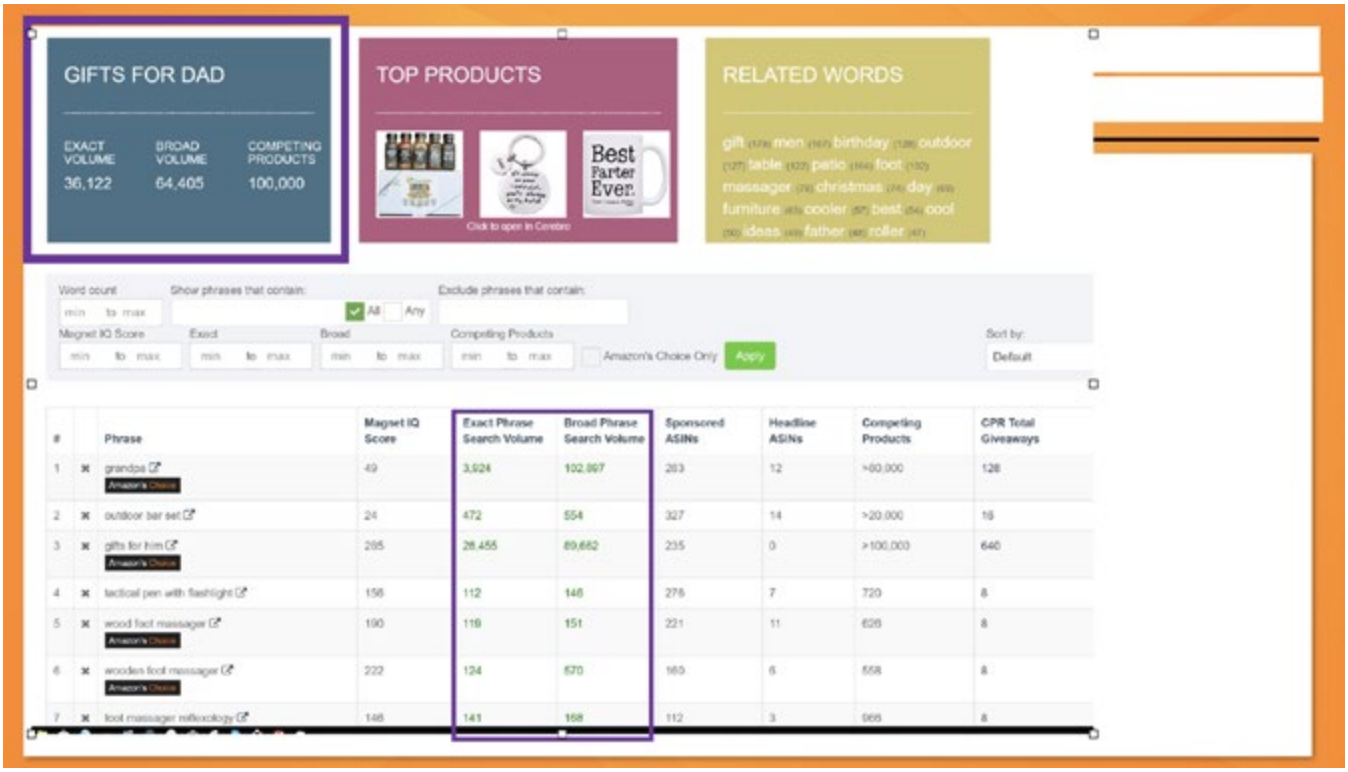
The example below is using **CEREBRO** *to reverse search an ASIN*



Cerebro allows you to look up any competitors and it will show you all the keywords that all your competitors are ranking for, and it also tells you how many sales you need to make inorder to beat and out rank them!

CELLER.tools or seller.tool

Helium10 - MAGNET



You can see in the image above, it's another tool called Helium10 - Magnet.

This tools basically shows the EXACT volume searches and broad volume searches as well as gives you a score on the searches and basic things like that, very similar to google keyword planner but for Amazon searches!

It tells you how many units you need to sell per day to tell you that you can rank for that KEYWORD as the #1 rank

WEELY TUNING!!

Ok… so now we have a TON of keywords…

This is where 95% of Amazon sellers get lost!

Let's FIX THAT, one of the keys to profitable Amazon PPC is controlling cost.

I sorted tuning your campaigns into 5 steps.

By following these 5 weekly steps in tuning your campaigns, you will keep your ad spend behind your most profitable terms And keywords and drive your ACOS way down.

AGAIN, IT ISN'T ABOUT THE MONEY YOU

MAKE, IT'S ABOUT THE MONEY YOU KEEP!

The following 5 steps that we will be covering are:

1. Filter Out Junk Search Terms From Your Campaigns
2. Kill Non-Converting (0 sales) Search Terms
3. Kill Non-Profitable Search Terms
4. Bench Non-Converting Keywords
5. Tweak Unprofitable Keywords

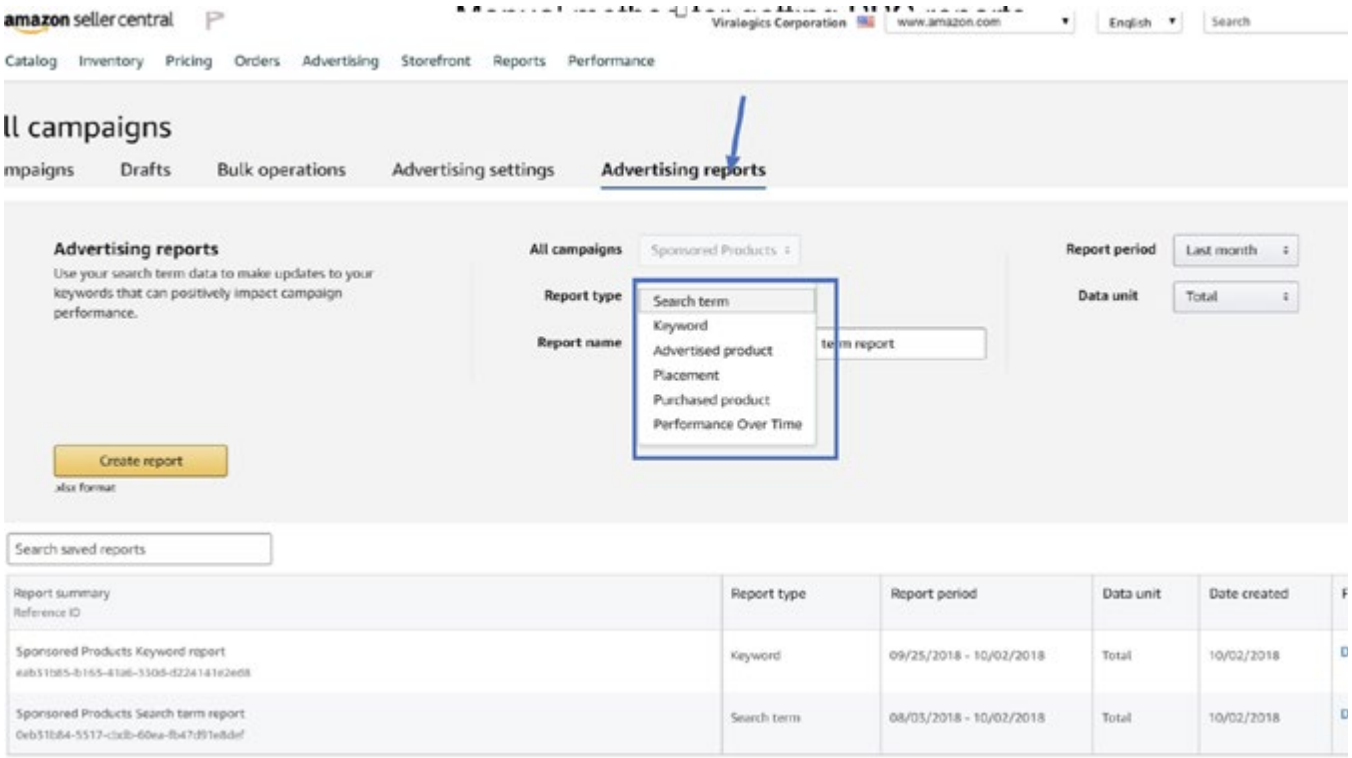
We call this "TRIMMING THE FAT"

Before we can tune the campaigns, we have to extract the data from Seller Central.

There's manual method:

The first step to finding the converting keywords is to pull the search term report.

You can find that under the advertising reports tab of seller central:



It's going to spit out this JUMBO of number...

Campaign Name	Ad Group Name	Customer Search Term	Keyword	Match Type	First Day of Impression	Last Day of Impression	Impressions	Clicks	CTR	Total Spend	Average CPC	ACoS	Currency	Orders placed
Jungle Stix	Auto Group	terrarium glass *	BROAD	03/29/2016	04/17/2016	1992	1	0.050%	0.40	0.00	0.00%	USD	0	0.00
Jungle Stix	Auto Group	campfire skewers *	BROAD	03/29/2016	04/05/2016	56	1	1.786%	0.43	0.43	2.16%	USD	1	19.88
Jungle Stix	Auto Group	bamboo skewer *	BROAD	02/19/2016	04/05/2016	1755	14	0.798%	5.56	0.40	6.99%	USD	3	79.52
Jungle Stix	Auto Group	fire mesh *	BROAD	03/30/2016	04/15/2016	20	1	5.000%	0.52	0.52	0.00%	USD	0	0.00
Jungle Stix	Auto Group	b01718ce5w *	BROAD	02/23/2016	04/06/2016	299	1	0.334%	0.52	0.52	0.00%	USD	0	0.00
Jungle Stix	Auto Group	kids crafts *	BROAD	03/30/2016	04/17/2016	153	1	0.654%	0.13	0.13	0.00%	USD	0	0.00
Jungle Stix	Auto Group	camp fire *	BROAD	03/29/2016	04/17/2016	1277	1	0.078%	0.52	0.52	0.00%	USD	0	0.00
Jungle Stix	Auto Group	b00n2cally *	BROAD	02/23/2016	04/05/2016	161	1	0.621%	0.46	0.46	0.00%	USD	0	0.00
Jungle Stix	Auto Group	plant terrarium *	BROAD	03/29/2016	04/17/2016	1904	1	0.053%	0.56	0.56	0.00%	USD	0	0.00
Jungle Stix	Auto Group	bamboo inch *	BROAD	03/01/2016	03/01/2016	3	1	50.000%	0.57	0.57	2.87%	USD	1	19.88
Jungle Stix	Auto Group	plant tray *	BROAD	03/29/2016	04/17/2016	3703	2	0.054%	0.80	0.40	0.00%	USD	0	0.00
Jungle Stix	Auto Group	thick skewers *	BROAD	02/19/2016	04/06/2016	434	4	0.922%	1.69	0.42	8.58%	USD	1	19.88
Jungle Stix	Auto Group	jungle sticks *	BROAD	02/19/2016	04/05/2016	175	2	1.143%	0.24	0.12	0.00%	USD	0	0.00
Jungle Stix	Auto Group	b004rkeeac *	BROAD	02/19/2016	02/21/2016	65	1	1.538%	0.35	0.35	1.76%	USD	1	19.88
Jungle Stix	Auto Group	cooking mesh *	BROAD	04/02/2016	04/16/2016	36	1	2.778%	0.19	0.19	0.00%	USD	0	0.00
Jungle Stix	Auto Group	campfire sticks *	BROAD	03/30/2016	04/06/2016	253	1	0.395%	0.55	0.55	0.00%	USD	0	0.00
Jungle Stix	Auto Group	36 inch skewers *	BROAD	02/20/2016	04/01/2016	138	1	0.725%	0.54	0.54	0.00%	USD	0	0.00
Jungle Stix	Auto Group	s'mores skewers *	BROAD	02/19/2016	04/06/2016	173	1	0.578%	0.25	0.25	1.26%	USD	1	19.88
Jungle Stix	Auto Group	wood marshmallow stick *	BROAD	04/02/2016	04/03/2016	2	1	50.000%	0.61	0.61	0.00%	USD	0	0.00
Jungle Stix	Auto Group	kebab skewers *	BROAD	02/19/2016	04/05/2016	1586	1	0.063%	0.38	0.38	0.00%	USD	0	0.00
Jungle Stix	Auto Group	roasting sticks *	BROAD	02/19/2016	04/05/2016	1790	12	0.670%	5.21	0.43	26.21%	USD	1	19.88
Jungle Stix	Auto Group	skewer rack *	BROAD	03/29/2016	04/06/2016	460	1	0.222%	0.27	0.27	0.00%	USD	0	0.00
Jungle Stix	Auto Group	marshmallow stick *	BROAD	03/30/2016	04/05/2016	201	1	0.498%	0.43	0.43	0.00%	USD	0	0.00
Jungle Stix	Auto Group	glass terrariums *	BROAD	03/29/2016	04/17/2016	6542	3	0.046%	1.00	0.33	0.00%	USD	0	0.00
Jungle Stix	Auto Group	jungle stix *	BROAD	02/19/2016	04/17/2016	5136	46	0.896%	7.84	0.17	0.00%	USD	0	0.00
Jungle Stix	Auto Group	tea plant *	BROAD	03/29/2016	04/17/2016	1504	1	0.066%	0.55	0.55	0.00%	USD	0	0.00
Jungle Stix	Auto Group	roasting stick *	BROAD	02/19/2016	04/06/2016	695	3	0.432%	1.43	0.48	0.00%	USD	0	0.00
Jungle Stix	Auto Group	s'mores sticks 12 *	BROAD	04/05/2016	04/05/2016	1	1	100.000%			0.35	0.35	0.00%	USD
Jungle Stix	Auto Group	plant trays *	BROAD	03/29/2016	04/17/2016	1705	3	0.176%	1.58	0.53	0.00%	USD	0	0.00
Jungle Stix	Auto Group	skewers eco *	BROAD	03/30/2016	04/05/2016	45	1	2.222%	0.29	0.29	0.00%	USD	0	0.00
Jungle Stix	Auto Group	b00s1rr70u *	BROAD	02/20/2016	02/21/2016	3	1	33.333%	0.27	0.27	0.00%	USD	0	0.00
Jungle Stix	Auto Group	wooden skewers *	BROAD	02/19/2016	04/05/2016	3023	8	0.265%	2.77	0.35	0.00%	USD	0	0.00
Jungle Stix	Auto Group	b00si2m4do *	BROAD	02/19/2016	02/21/2016	49	1	2.041%	0.40	0.40	2.01%	USD	1	19.88
Jungle Stix	Auto Group	wooden marshmallow sticks biodegradable *	BROAD	03/14/2016	03/14/2016		3			1	33.333%	0.29	0.29	1.46%
Jungle Stix	Auto Group	marshmallow stix *	BROAD	02/23/2016	04/04/2016	53	1	1.887%	0.16	0.16	0.00%	USD	0	0.00
Jungle Stix	Auto Group	bamboo skewers 12 inch *	BROAD	03/29/2016	04/06/2016	551	2	0.363%	0.54	0.47	0.00%	USD	0	0.00
Jungle Stix	Auto Group	marshmallow sticks *	BROAD	03/28/2016	04/05/2016	355	1	0.282%	0.43	0.63	0.00%	USD	0	0.00
Jungle Stix	Auto Group	terrariums with plants *	BROAD	03/30/2016	04/17/2016	153	1	0.654%	0.52	0.52	0.00%	USD	0	0.00
Jungle Stix	Auto Group	b015xa39mc *	BROAD	02/24/2016	04/06/2016	221	1	0.452%	0.44	0.44	0.00%	USD	0	0.00
Jungle Stix	Auto Group	wooden marshmallow sticks *	BROAD	02/19/2016	04/05/2016	675	4	0.593%	1.73	0.43	8.70%	USD	1	19.88
Jungle Stix	Auto Group	campfire smore sticks *	BROAD	03/31/2016	03/31/2016	1	1	100.000%			0.55	0.55	0.00%	USD
Jungle Stix	Auto Group	bambo sticks *	BROAD	03/29/2016	04/05/2016	77	2	2.597%	0.90	0.45	0.00%	USD	0	0.00
Jungle Stix	Auto Group	barbeque stick *	BROAD	03/31/2016	04/04/2016	5	1	20.000%	0.51	0.51	0.00%	USD	0	0.00
Jungle Stix	Auto Group	s'more stick *	BROAD	02/19/2016	04/06/2016	102	2	1.961%	0.99	0.49	0.00%	USD	0	0.00
Jungle Stix	Auto Group	b012h5ecp4 *	BROAD	03/19/2016	04/04/2016	16	1	6.250%	0.48	0.48	0.00%	USD	0	0.00
Jungle Stix	Auto Group	marshmallow roasting skewers *	BROAD	03/18/2016	04/05/2016	254	5	1.969%	1.80	0.36	0.00%	USD	0	0.00
Jungle Stix	Auto Group	hot dog roasters for campfire *	BROAD	04/01/2016	04/05/2016	18	1	5.556%	0.13	0.13	0.00%	USD	0	0.00
Jungle Stix	Auto Group	skewers marshmallow *	BROAD	02/23/2016	04/05/2016	9	1	11.111%	0.38	0.38	1.91%	USD	1	19.88
Jungle Stix	Auto Group	12 marshmallow *	BROAD	04/03/2016	04/05/2016	1	1	100.000%			0.52	0.52	0.00%	USD
Jungle Stix	Auto Group	wood sticks barbecue *	BROAD	04/03/2016	04/03/2016	6	1	16.667%	0.52	0.52	0.00%	USD	0	0.00
Jungle Stix	Auto Group	bamboo marshmallow *	BROAD	02/20/2016	04/04/2016	134	3	2.239%	1.32	0.44	0.00%	USD	0	0.00
Jungle Stix	Auto Group	grow pad *	BROAD	03/31/2016	04/17/2016	149	1	0.671%	0.50	0.50	0.00%	USD	0	0.00
Jungle Stix	Auto Group	bamboo roasting sticks *	BROAD	02/19/2016	04/05/2016	234	2	0.855%	0.98	0.49	0.00%	USD	0	0.00

You can sort this out if you want to...

OR you can use a **POWER TOOL!**

The ***power tool is called PPC SCOPE*** for these actions as it saves a HUGE amount of time each week on the accounts he's managing.

The point of the 5 steps is to TRIM THE FAT & give you more of The daily budget to your winners so you know where to scale & Spend more.

These 5 steps are to be done WEEKLY - like a religious ritual. I don't care what you are doing, you MUST DO THIS or your Wallet WILL suffer!!!!

STEP 1 - Filter Out Junk Search Terms

You are looking for terms that are irrelevant to your listing

Example: If you are selling a mouse pad in office suppliers and you see terms like "mouse toys", or "catnip mouse"... those are irrelevant terms to your search and should be set as a negative exact match so that you stop spending money on them.

You will likely find these in your broad and phrase match campaigns.

This will allow the money you are spending on your campaigns to only focus it's dollars on the WINNING & profitable search terms.

Very similar to deleting ads or ad sets in FB ads.

Search:

Search Term	Keyword	Net	Orders	ACOS	CPC	CVR	CTR	Clicks	Last Click
the baking steel	*	-$0.22	0	1000%	$0.22	0%	5.56%	1	2017-04-22
steel sheet	*	-$0.38	0	1000%	$0.38	0%	5%	1	2017-04-22
steel molds	*	-$0.38	0	1000%	$0.38	0%	9.09%	1	2017-04-21
steel cookie sheet	*	-$0.75	0	1000%	$0.75	0%	9.09%	1	2017-04-28
stainless steel toy sheet	*	-$0.28	0	1000%	$0.28	0%	0.28%	1	2017-04-24
stainless steel mold ring	*	-$0.60	0	1000%	$0.30	0%	0.72%	2	2017-04-24
toys sheet	*	-$0.47	0	1000%	$0.47	0%	0.28%	1	2017-04-10
toy set	*	-$0.28	0	1000%	$0.28	0%	0.41%	1	2017-04-23
toy sheets	*	-$1.06	0	1000%	$0.27	0%	0.38%	4	2017-04-30
toy sheet set	*	-$0.22	0	1000%	$0.22	0%	0.27%	1	2017-04-24
toy sheet deep	*	-$0.21	0	1000%	$0.21	0%	5.88%	1	2017-04-23
toy pastry sheet set	*	-$0.36	0	1000%	$0.36	0%	0.77%	1	2017-04-17
toy pastry sheet	*	-$0.76	0	1000%	$0.25	0%	0.34%	3	2017-04-30
toy baking sheet 9 inch	*	-$0.38	0	1000%	$0.38	0%	50%	1	2017-04-25
toy baking sheet	*	-$2.51	0	1000%	$0.42	0%	0.51%	6	2017-04-28

STEP 2 - Kill Non-Converting (0 sales) Search Terms

You are looking for items that received a minimum of 5 clicks, 1000 impressions and 0 sales. (You can also look at most recently clicked to make sure that the term hasn't received clicks in a few weeks).

Negative exact match these terms in EACH of their respective ad groups.

CUT THEM WEEKLY!

Copy all terms to clipboard | Download all as CSV | Hide/Show Columns

Search:

Search Term	Keyword	Net	Orders	ACOS	CPC	CVR	CTR	Impr	Clicks	Last Click
silicone mold	molds	-$8.81	0	1000%	$0.73	0%	1.06%	1130	12	2017-04-30
silicone mold	molds silicone	-$6.68	0	1000%	$0.74	0%	0.25%	3607	9	2017-04-30
molds	molds	-$6.02	0	1000%	$0.67	0%	0.49%	1847	9	2017-04-30
pastry sheet	pastry sheet	-$10.37	0	1000%	$0.94	0%	0.64%	1716	11	2017-04-30
baking sheets	baking sheet	-$3.55	0	1000%	$0.71	0%	0.2%	2547	5	2017-04-30

Showing 1 to 5 of 5 entries

Show 100 entries

STEP 3 - Kill Unprofitable Search Terms

These are items that have orders but are not meeting minimum profitability.

Remember in the beginning where I showed you how to find your breakeven ACOS %?

That number becomes important here.

We want search terms that have received **5 clicks, minimum 1 order, and are above our ACOS % target**.

Say your ACOS number is 28% and you find terms within the parameters I mentioned that have numbers like 40%, 68%, 39%, etc.

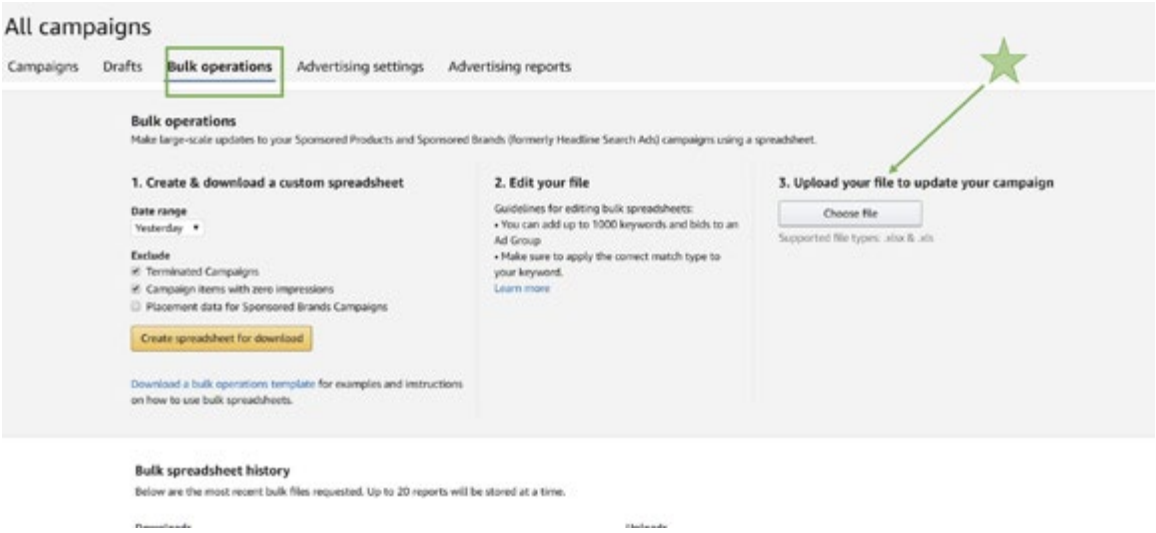
Kill them off by **Negative Exact Matching** them within each ad set.

NOTE: *If you have terms that are getting you sales but are borderline profitable you may want to leave them alone and let them become profitable as sales pickup when you gain more rank.*

Search Term	Keyword	Net	Orders	ACOS
bxxxbc3o8y	*	$36.96	1	26.04%
brownie sheet	brownie sheet	$10.39	1	28.34%
brownie sheet	brownie sheet	-$1.59	2	105.15%
bundt pastry sheet	bundt pastry sheet	$92.61	5	25.88%
bundt pastry sheet	bundt pastry sheets	$58.91	4	41.07%
pastry sheet Awaiting Review	pastrys sheets	$6.32	1	64.83%
silicone bakeware	bakeware silicone	$2.75	1	81.59%

If you want to do the MANUALLY... then you will have to use the BULK OPERATIONS in the image below...

He would HIGHLY recommend using the tool though!



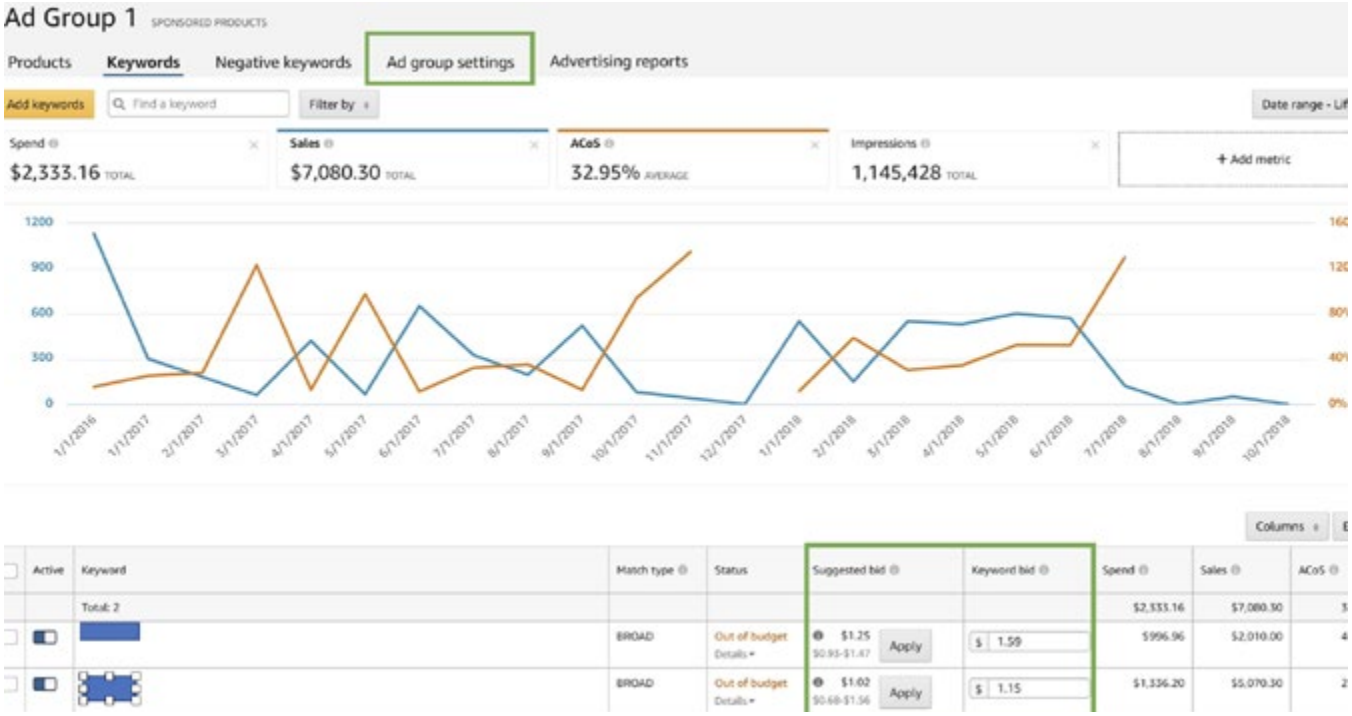
STEP 4 - Bench Non-Converting Keywords

You'll want to try to get a 60 day view and look for Keywords with 5 clicks but ZERO SALES.

Adjust the bid on these down to $0.10 cents this allows you to put them out of play unless they trigger and to catch a low cost conversion.

This happens from time to time... a $0.10 cent sales always is helpful

If you want to do it manually, you'll have to go to the ad group settings in your manual campaigns and look at your keyword bid at the Botton (see image below)



STEP 5 - Tweak Unprofitable Keywords

You want to make sure that your search terms are optimized and let them run for another week before doing this step if it is your first time optimizing your search terms *(steps 1-3)*

You are looking for **keywords that have a minimum of 5 clicks, 1 order and at minimum your breakeven ACOS**.

You are about to tweak a bit to try to turn unprofitable keywords profitable or phase them out.

So for example is our target ACOS was say 28%, we would look at all the keywords with higher ACOS and make a decision on whether lowering the bid might potentially make the keyword profitable . OR if the ACOS is really to high we may decide to lower the bid right down to point where we have effectively paused the keyword as it will not receive any impressions.

When making this decision we also take in account conversion rate and also **RCPC or recommended cost per click**, which is the cost where we calculate the keyword would be profitable or at least breakeven.

Results

Copy keywords to clipboard | CSV | Hide/Show Columns

Search:

Details	Impressions	Clicks	CTR	CPC	Orders	ACOS	CVR	Profit	RCPC
Keyword: 6 cup muffin Campaign: Bakemate Manual March 2017 Adgroup: 6-Cup Muffin Sheet Match Type: BROAD	454	5	1.1%	$0.84	1	26.42%	20%	$1.27	$0.84
Keyword: 8 inch sheet pastry Campaign: Bakemate Manual March 2017 Adgroup: Silicone Brownie Sheet Match Type: BROAD	1652	9	0.54%	$0.68	1	32.12%	11.11%	-$0.49	$0.62
Keyword: bakeware silicone Campaign: Bakemate Manual March 2017 Adgroup: Silicone Brownie Sheet Match Type: BROAD	1074	21	1.96%	$0.85	3	36.62%	14.29%	-$7.54	$0.49
Keyword: baking dish	7019	11	0.16%	$0.54	1	31.49%	9.09%	-$0.37	$0.51

So for example if a keyword has an ACOS or 125% then we know it will be very difficult to make this keyword profitable.

On the other hand if the ACOS is closer to our breakeven number, then it may be possible to slowly lower the bid in increments until we reach a point and achieve our target ACOS.

We are wanting to test bids to see about getting a keyword that is close to profitable to go ahead and go profitable. If you get something that is profitable you may increase the bid by 10 cents to test and see if you can get more orders with a slightly higher bid.

For unprofitable keywords look for big discrepancies between your CPC (cost per click) and your RCPC (recommended cost per click). You are going to back down your bid by .10 cents relative to where your CPC was and your RCPC is sitting.

EX. If your current cpc is .85 cents and your rcpc is .50 cents, move it down 10 cents to .75 cents.

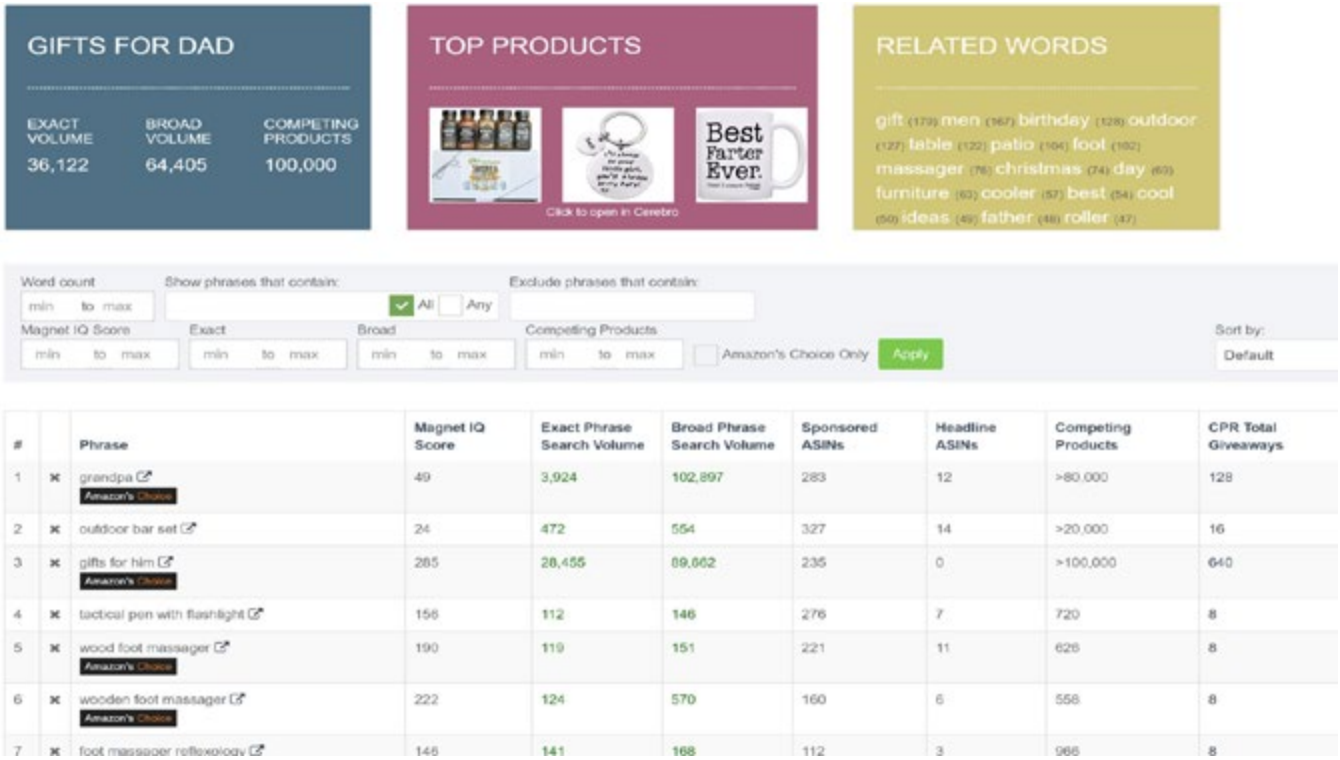
We move this each week to see where we can find the sweet spot of reduced bid but still getting a good amount of orders.

If we go to low and the orders slow down then we know we need to move it back up slightly and check profitability.

If your cpc is and rcpc are within 10 cents of each other, drop it down to the rcpc value.

Details	Impressions	Clicks	CTR	CPC	Orders	ACOS	CVR	Profit	RCF
Keyword: 6 cup muffin Campaign: Bakemate Manual March 2017 Adgroup: 6-Cup Muffin Sheet Match Type: BROAD	454	5	1.1%	$0.84	1	26.42%	20%	$1.27	$0.8
Keyword: 8 inch sheet pastry Campaign: Bakemate Manual March 2017 Adgroup: Silicone Brownie Sheet Match Type: BROAD	1652	9	0.54%	$0.68	1	32.12%	11.11%	-$0.49	$0.6
Keyword: bakeware silicone Campaign: Bakemate Manual March 2017 Adgroup: Silicone Brownie Sheet Match Type: BROAD	1074	21	1.96%	$0.85	3	36.02%	14.29%	-$7.54	$0.4
Keyword: baking dish	7019	11	0.16%	$0.54	1	31.49%	9.09%	-$0.37	$0.5

After Tuning



#		Phrase	Magnet IQ Score	Exact Phrase Search Volume	Broad Phrase Search Volume	Sponsored ASINs	Headline ASINs	Competing Products	CPR Total Giveaways
1	×	grandpa Amazon's Choice	49	3,924	102,897	283	12	>80,000	128
2	×	outdoor bar set	24	472	554	327	14	>20,000	16
3	×	gifts for him Amazon's Choice	285	28,455	89,662	235	0	>100,000	640
4	×	tactical pen with flashlight	156	112	146	276	7	720	8
5	×	wood foot massager Amazon's Choice	190	119	151	221	11	626	8
6	×	wooden foot massager Amazon's Choice	222	124	570	160	6	558	8
7	×	foot massager reflexology	146	141	168	112	3	966	8

keepa.com - is a amazon tool that lets you see the pricing changes of amazon (this will allow you to see if the listings change because of the different price points.

Amazon is the 3rd LARGEST advertising platforms

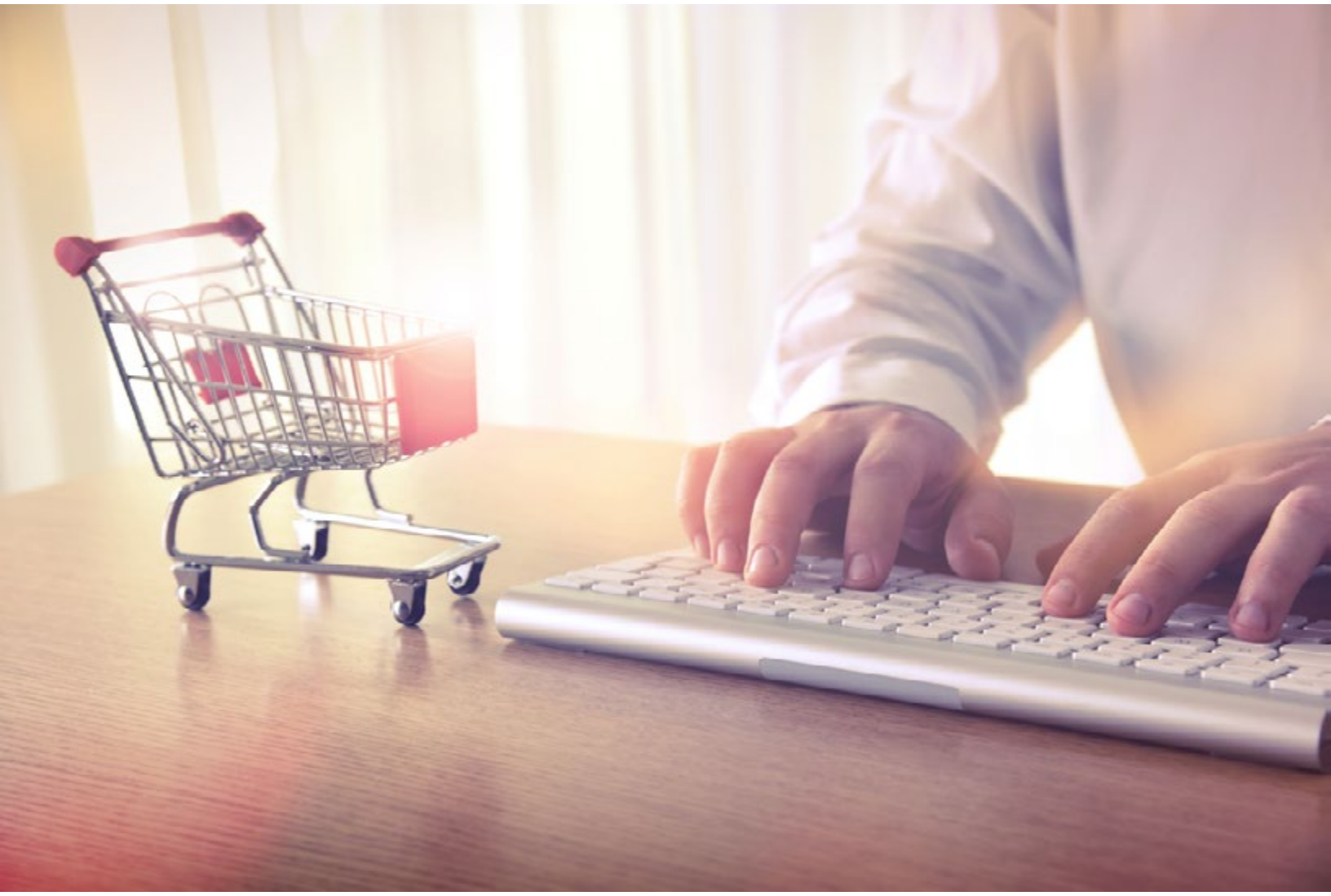
AMAZON accounts for 52% of ALL ecom sales

It's SMALL outside of the USA & AMAZON is only 2% of all retail sales

AMAZON pays you every 2 weeks, so you gotta chill out with scaling unless you have money

Amazon ads data only shows you the day before stats not like FB's Today stats.

FACT - If you increase your repeat businesss by 5%, you will increase your profit by 50 - 95%



Q&A

QUESTION - Step #2 "kill non converting search terms" how long do you let it run before you decide to cut?

Answer - Minimum 5 clicks, 1000 impressions & 0 sales

QUESTION - Is there a minimum starting point?

Answer - Nope! Literally Ramen noodles, I do recommend putting $300 aside. Which is $10/day for ads for 30 days

QUESTION - Do you deal with FBM or FBA?

Answer - Most of the people I deal with are FBA, they either have private label and ship it to Amazon. Yes you can do Print on demand, just make sure your supplier are 100% on point. If I have to deal with supply chain issues, I won't work with you. User experience is everything.

I build businesses off of customer retention than I do off of customer acquisition.

QUESTION - What is your process like when doing product research?

Answer - I'll research and reverse engineer the TOP 10 sellers in my niche or product. And I ask myself what is it going to cost me to source this by contacting a TON of suppliers. Take the average of that, and what's the shipping and taxes, fees, etc is going to cost me.

Then I see if I have the margin I want to launch this product. If it's 25-30% margin then I won't bother touching it.

QUESTION - How to keep customer data from Amazon

Answer - If you run FB marketing to your amazon listing, Amazon will LOVE you.

zonpages.com Pull data from seller central for you, you can upload to FB

zontrackerfb.com will help you get purchase data again. (Gets you purchase value)

****Go into seller reports, look at a fulfilled orders reports, it will give you the name, city, zip code, what they bought, etc... Upload that into FB and use Look-a-Likes's*

**** Every 30 days he gets the report and runs a THANK YOU VIDEO FB ads to his buyers and asks for a review on his Amazon listing in exchange for a coupon code to purchase more products!*

SPEAKER #6 - Nishant Bhardwaj

Nishant Bhardwaj

Etsy PPC

After successfully selling print-on-demand products for several years, Nishant has successfully dodged any market pitfalls. This is in large part due to his commitment to diversifying his strategies. With a keen eye for making strong moves within the marketplace, Nishant successfully navigated himself towards a $500,000 month last holiday season. His secret? An Etsy PPC technique which he plans on sharing with you inside the event walls.

Nishant is one of the most genuine and nicest guys I know in internet marketing, I've been following his work for quite some time now, and he's always been able to deliver the best and top notch strategies when it comes to marketing.

He's spent well over a $1,000,000 dollars on FB ads and have been doing internet marketing now for a long time, in this training he teaches what I feel is the "next wave" in eCommerce, which is Etsy.

Nishant says that selling on Etsy today is similar to selling on Amazon but 10 years ago, he teaches how we can get Up to 10x ROA on our ads using ETSY PPC.

HOW HE STUMBLED ON ETSY

3 Main Reasons:

1. Fb Ads cost went out of control
2. His business at a stand still when he relied on FB Ads
3. His GF bought bath bombs from Etsy so he knew he had to be a seller on Etsy

He ended up thinking that he HAD to rely on something in addition to FB Ads
Then he realized that it was a GOLDMINE that ***not a lot of people have even tried Etsy PPC yet...***

WHY ETSY

6 Reasons WHY He Chose To Master Etsy!

1. 40 million+ premium buyers
2. One of the fastest growing marketplaces
3. very small fee - 5%
4. Lot of promotions from ETSY
5. Growing fast internationally
6. Imagine selling on Amazon 10 years ago

They really try to help their sellers do well, they do a lot of marketing for you.

You just have to learn how to get them to help you.

The more YOU earn, the more THEY earn.

It's like selling on Amazon 10 years ago.

It's like selling on Teespring 3-4 years ago.

But you may not make as much on Etsy as you would on Amazon because, it's not nearly as big but it's still really reliable.

PSYCHOLOGY OF AN ETSY BUYER

4 Psychological Factors Of An Etsy Buyer:

1. Etsy buyers are looking to get something unique or handmade.
2. Etsy buyers are NOT afraid to spend more $$ than usually to get something cool and different!
3. Etsy buyers appreciate patience unlike Amazon buyers
4. Etsy buyers have HIGH expectations when it comes to quality merchandise & services!

If you are looking for something generic, you'll go to Walmart. But if you are looking for something unique or something that would actually mean something then you are NOT afraid to spend a little more money.

Therefore, ***price isn't as much as an issue on Etsy***

These guys aren't "trigger hungry" people that are on Amazon, they are not going to get mad after not getting the product after 1 day.

ETSY PPC TYPES

3 Types of Ads that Nishant Runs on Etsy

1. **Promoted Listings Ads -** Regular product listings ads that show up at the top of Etsy searches, probably the main ones that he runs to get new traffic on the Etsy Platform

2. **Google Shopping Integrated Ads -** Will H teaches a whole section on Google Shopping Network ads as well as my course also teaches this subject. See the notes below or *CLICK HERE* for my course. This ad strategy is great for scaling on Etsy because Etsy actually doesn't let you spend that much money on it's platform like FB does.

3. **Abandoned Cart Ads -** Etsy Emails that are sent ONLY show to customers that have added your products to their cart. *(almost like retargeting but in an email format) ($0.10 each)*

KEYWORD RESEARCH

The SINGLE most important aspect of anything related to sales on ETSY is keyword research

If you don't know what people are searching for, you cannot sell to them!

Get this RIGHT and you've already WON half the battle!

** **2 tools Nishant likes to use are Etsyrank & marmalead** *(you are only going to live here once you get these two!)* If you are getting outbid, or if your keywords are not good...

You won't make sales. Period.

He talks about how he literally SOLD his last cricket bat to invest into Don Wilson's FB Ads Crack course. He was so broke once that he didn't have money to buy his sone diapers!

"A mechanic is only as good as his tools."

So please invest in those TWO tools that he mentions above! The tools ALSO have a TON of videos that'll teach you how to USE the tools!

PRODUCT - SEARCH FIT

- Use keywords in your products that fit some very broad search criteria

EXAMPLE - "Graduation gift", "bridesmaids gifts", "gifts for him under 30" You need to make your products seem like a GIFT for a specific individual. After you figure out that you are making a couple sales and you start to get some tractions on your initial keywords.

QUESTIONS - **Let's say you have a nurse mug, I don't think general key words would work for nurse right?**

ANSWERS - It would work more for something like fishing not nurses because nurses is so niche specific compared to fishing.

Ask yourself THESE QUESTIONS:

Ask can this be a brides maid gift?

Can this be a fathers day gift?

Can this be a XYZ gift?

ETC!

Ad Type #1 - PROMOTED LISTINGS

Do not automatically advertise all your lists

- Keep $1 per listings and let it run to $5-$10 per listing. (This buys you critical data)

Once you spend some money, look for products similar to yours.

Be willing to outbid others.

Always bid more than the suggested bid.

Get to your daily max spend increment as fast as you can - current limit $300 per day.

It's like paying someone for information, always look at "losing money" as "data buying"

Look at searches that people are using to search for products similar to yours.

*Whatever Etsy's suggested BID is, I always DOUBLE it. - I want to see how many other people are willing to outbid me. - I want Etsy to help me with my other keywords.

Etsy will give you more & better traffic.

Always **go past the suggested bid**, and you'll see much more traffic. Doesn't mean you will get sales, because your product might not sell.

But at least you'll know if it's either a TRAFFIC PROBLEM or a CONVERSION problem.

Learn how to isolate the problem: Is it the traffic? keywords? or conversions (products)?

Which one of those THREE above are causing the problem?

When you get to the crazy holidays, like fathers day, mothers day, you need to really always outbid your competition, because almost every single one of your ads will make sales.

But Etsy doesn't let you spend that much per day anyways.

Keep spending on Etsy to work towards the holiday seasons for Etsy ads, because you are BUYING the ability to be able to purchase more during the holiday seasons which will almost always make you more money.

You don't want to be stuck in the "peak" season with only being allowed to $20/day

It will take you about 3 weeks to be able to spend your ads up to $300/day on Etsy.

They take an average of your past 7 day events and multiple it by 2.5 or something.

If you can spend your MAX budget on the peak holidays, then you'll crush it.

So it's even worth it to lost money

He is getting 20 - 50x ROA's

He was selling Canvas Prints, sales from from every other or every 3rd click!

Ad Type #2 - GOOGLE ADS

Don't start start google ads until after Etsy ads

Only advertise the listings that are making you money already on Etsy.

Pick your top performing listings and ONLY advertise those on GSN

Always go for the daily max budget.

This will help you WIN a lot more auctions. Will H does a section on Google Shopping Network Ads in the later series of this training video, you can go ahead and check that out.

Or you can ***CLICK HERE*** to check Out my Better Ecom Course which also teaches how to set up Google Shopping Ads!

Ad Type #3 - CART ABANDONED ADS

Etsy charges 10 cents per cart abandoned email

You then must set it to the daily max budget

You can offers a good deal for people to come back, you'll NEED a discount coupon!

We get 7-8x sales from abandon cart from the $0.10 we spent

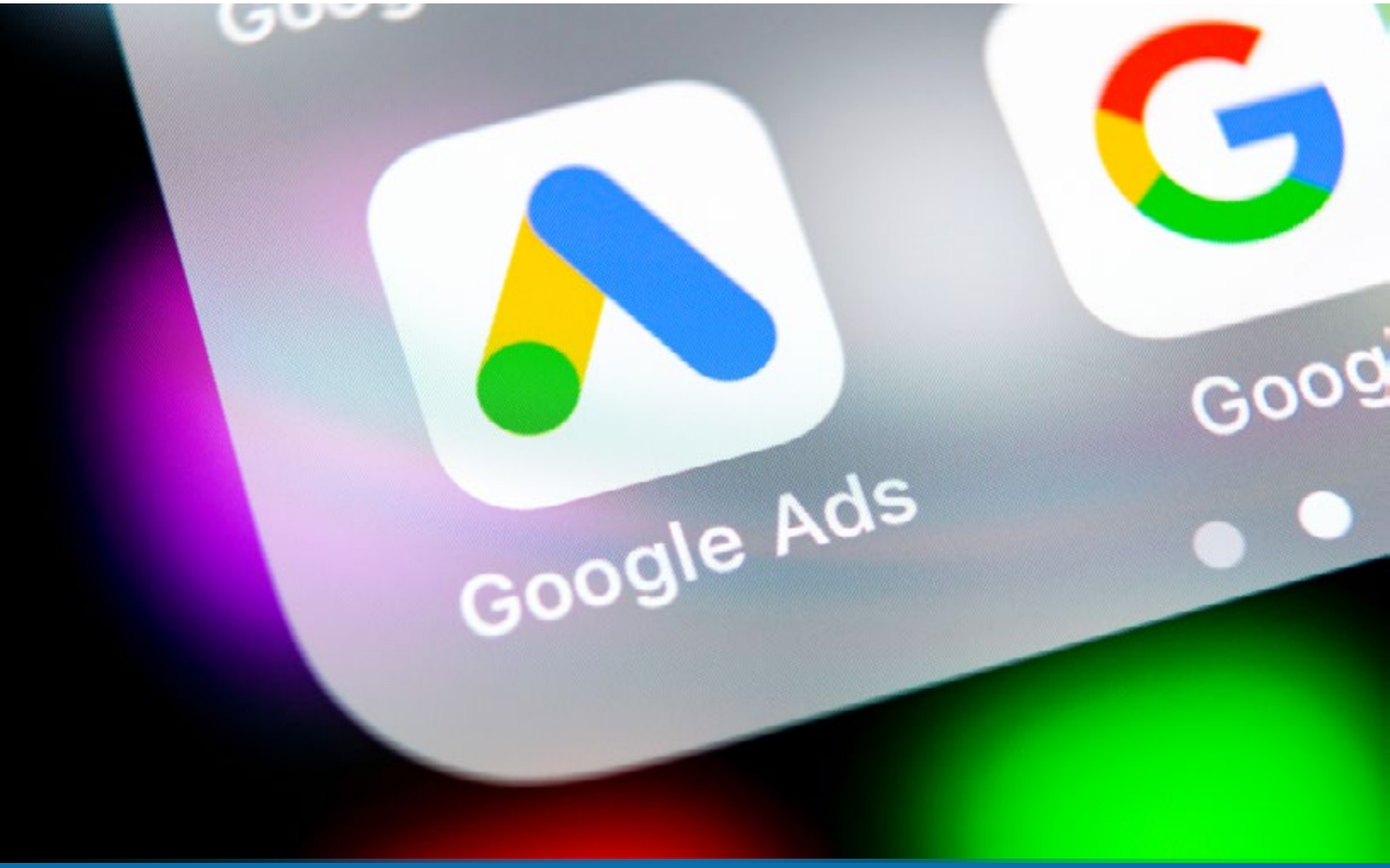
They can only get 1 email per week per seller.

This is nice extra cash especially if you are operating at scale, it'll turn into thousands of dollars

This is NOT technical at all!

IMPORTANT PPC CONSIDERATIONS:

1. Be willing to offer great deals like bundle discounts so that you have higher AOV
2. If something doesn't work - relaunch it during holiday or peak buying windows



Q&A

QUESTIONS - Should we build a broad store or general store?

ANSWERS - Depends, niche store will get higher conversions with premium prices, general stores will have lower conversions rates, Etsy is more for "story" and looking for a "niche" stuff... If you want to go POD rout and just be general, that'll work just as fine. For Branding go NICHE.

QUESTIONS - When people are not buying from you, you cannot change the design, so what you could do?

ANSWERS - Well you have to change your designs, if no sales then is it the price? On Etsy, people don't have a lot of places to go, they will either buy it or not buy it. And ask.. are they adding it to cart? If you are getting a lot of ATC.

Keep the product on your store, just don't waste your money on advertising

QUESTIONS - Don't run ad to a product unless it's selling?

ANSWERS - No we start with promoting listings, almost all the designs that we think will sell, we start testing, but lets say you have 50 dog designs, pick your TOP ten then start advertising on them.

QUESTIONS - Are T-shirts your main thing? Or different items

ANSWERS - shirts, canvas, shoes, all sorts of stuff. Canvas is our MAIN things. We print our own and have our own frames.

QUESTIONS - What can a store make in a year on Etsy?

ANSWERS - well over a $1,000,000.

I know a lady that sells leggings that can do $1mil per year.

She sells her leggings for $80+ even with only $300 ad spent/day?

But she has a MASSIVE IG page and a HUGE brand!

TIPS & SUMMARY PETER CHAN JR'S

I absolutely LOVE Nishant's training, I genuinely feel that Etsy may very well be that "NEXT WAVE" in e-commerce!

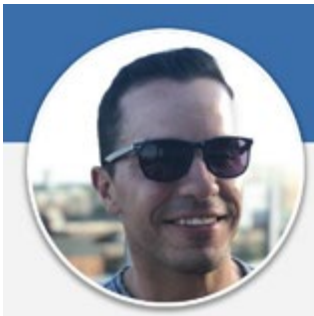
Selling on Etsy is like selling on Amazon 10 years ago, if you go on similarweb.com you can see that Etsy is getting almost 200 million viewers per month.

The shoppers in Etsy are very excited about paying a premium for products being sold on Etsy! For whatever reason the branding on Etsy caters to higher perceived valued products and are not rushed on the shopping like the shoppers on Amazon are.

I highly do suggest you do whatever you can to start and launch your very own Etsy store and start selling products on Etsy, I can see it being the lowest hanging fruit right now.

I know for a fact myself, and a bunch of my friends in marketing are going to be starting on Etsy ASAP, and we will def be excited to learning more and more about this platform!

SPEAKER #7 - Matt Schmitt



Matt Schmitt

Instagram Ads & Influencer Marketing

As Instagram has quickly become a popular platform amongst social media users, the prominence of influencer marketing has also risen. Few people know that better than Matt. After saying goodbye to the corporate world, Matt has gone on to create a 7-figure eCommerce business. Matt's ready to show you how he scales huge brands through the use of influencer marketing.

Matt Schmitt is an amazing marketer, in his training he shares how to build, run traffic, & find influencers on Instagram!

Instagram is def HOT right now, it has over 1 billion users and it's GROWING! This training is going to help you add a reliable traffic sources to your business. This will also help with branding, and helping you build yourself a digital asset by building your Instagram and having influencers help promote your products/services.

IG increases brands! Kylie did $600mil in one year with just her brand on Instagram! She ran 0 paid traffic from Facebook ads or Google Shopping Network Ads, just purely from her Instagram followers.

WHO AM I?

Matt Schmitt started with paid traffic in 2009 on Google. He Started selling on Teespring early due to this guy named "Don Wilson". He's owned or own 7 figure Shopify stores, he's done everything from drop shipping & print on demand.

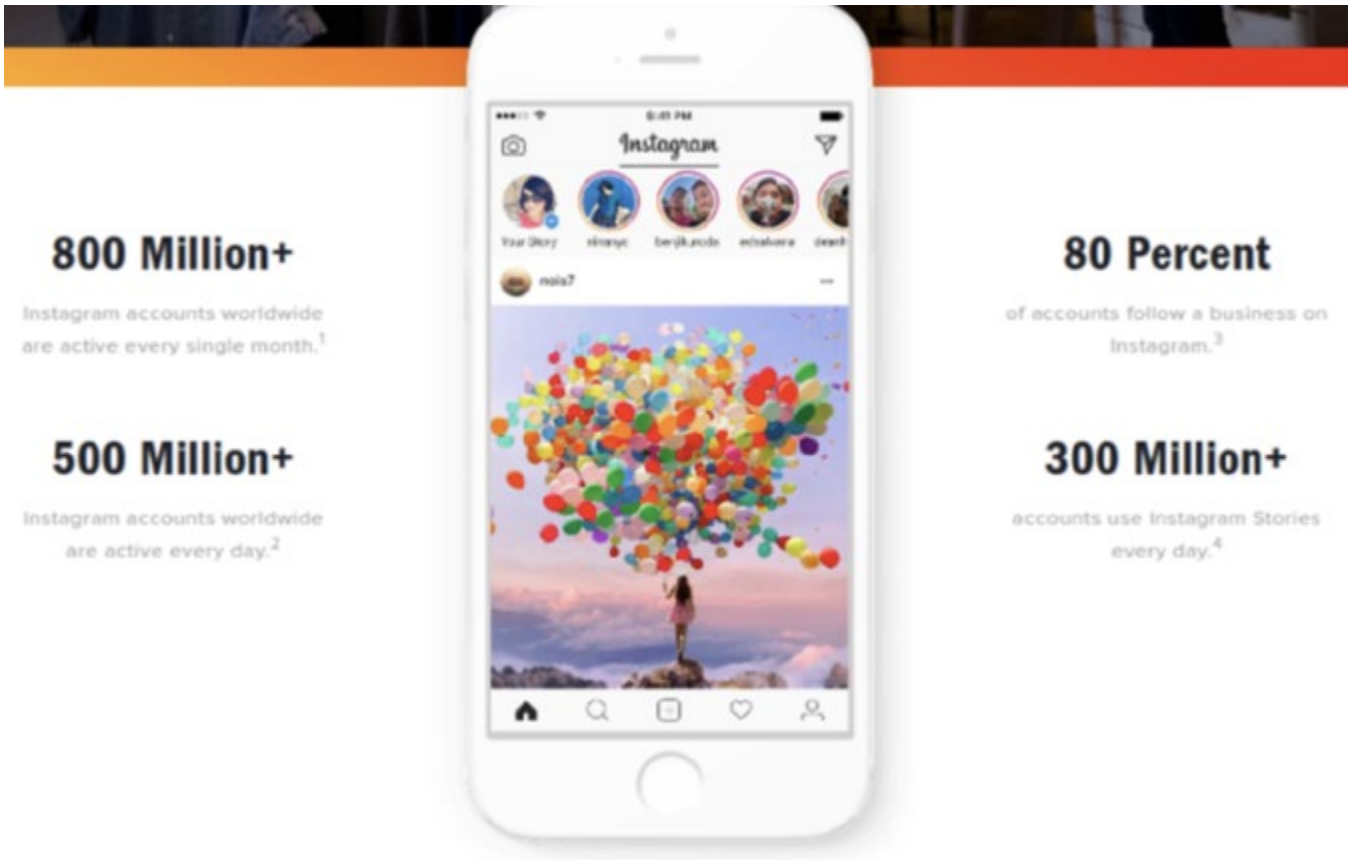
He currently owns a supplement brand, Software brand, and has taught in Shopify trainings to thousands of students across the world!

He got my account banned back when it wasn't even cool to get your ads account banned yet...

And that was what lead him to learning how to utilize Instagram as a traffic generation method!

He's here to give a ACTIONABLE PLAN for success with Instagram in the new FEW WEEKS!

WHY INSTAGRAM



- 1 BILLION USERS NOW, the image is a little old
- 80 Percent of users on FOLLOW BUSINESSES or influencers!

Here's a screen shot of FB vs IG for this Nike Ad:

Instagram: 1.4M Views, 1.1K Comments

Notice that the IG post has well over a million views and the FB ad only has a 100k views…

This is WHY IG so RIGHT for your business, almost everyone is on Instagram these days, the younger generation isn't even on FB as much as they used to.

Instagram is almost like a "very young FB"

It's ALWAYS worth checking to see if your audience is PRESENT on IG because of how exploding IG is and how FAST it's growing!

Instagram Strategy

2 Ways to utilizing on IG:

1. Influencers
2. IG Ads
   - Matt says he NEVER starts with Instagram Influencers as a way to test products, ONLY use Influencers to either BRAND or scale.
   - Approaching an influencers with an influencer with an unproven Product, maybe even an unproven store, gives the INFLUENCER ALL THE LEVERAGE
   - You will pay their rate, for their post strategy & for their audience But you will have **no guarantee of success**

This might be effective for some low level influencers, but not As you aim for people with REAL followings.

Key Points For IG Ads:

1) Account - Your bio, link, contact info, & content must look legit (real business!

2) Audience - Followers to following ratio has to look realistic and seasoned (not fake!)

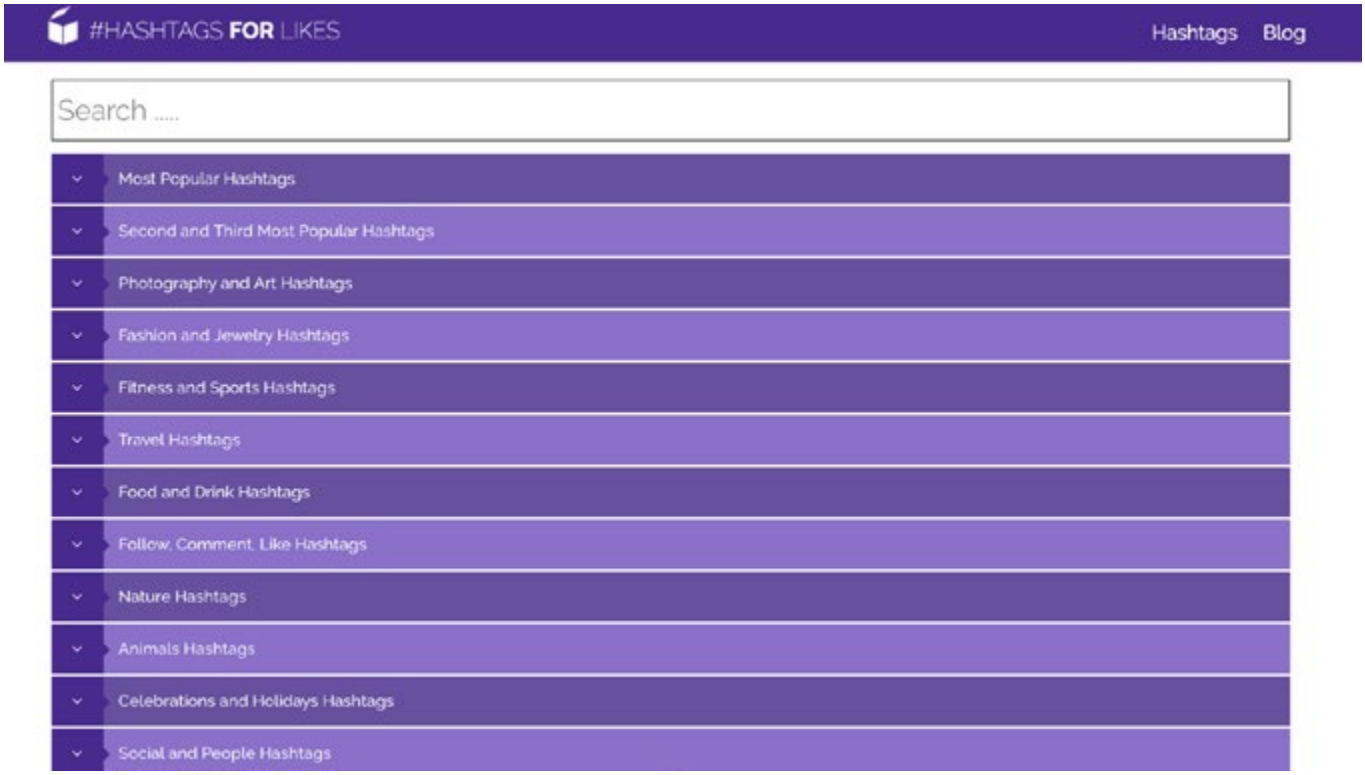
3) Placement - Targeting IG or IG story (each ad type has a different style)

4) Image/Video - IG feed videos are 60 seconds long, Stories are 15 seconds long

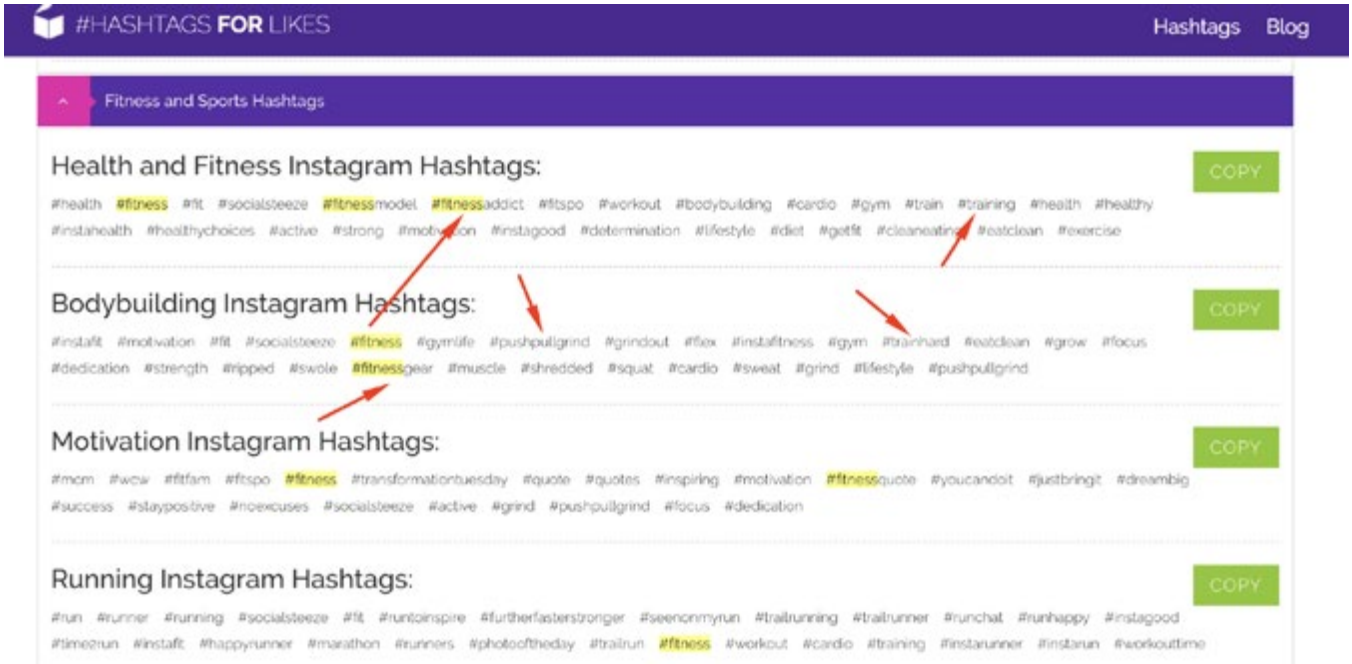
5) Scaling - Remember then IG content needs to look native to IG, IG users want to see LIFESTYLE ads, it's important to know this when scaling, they are different than FB looking ads!

Create An Account for your business!

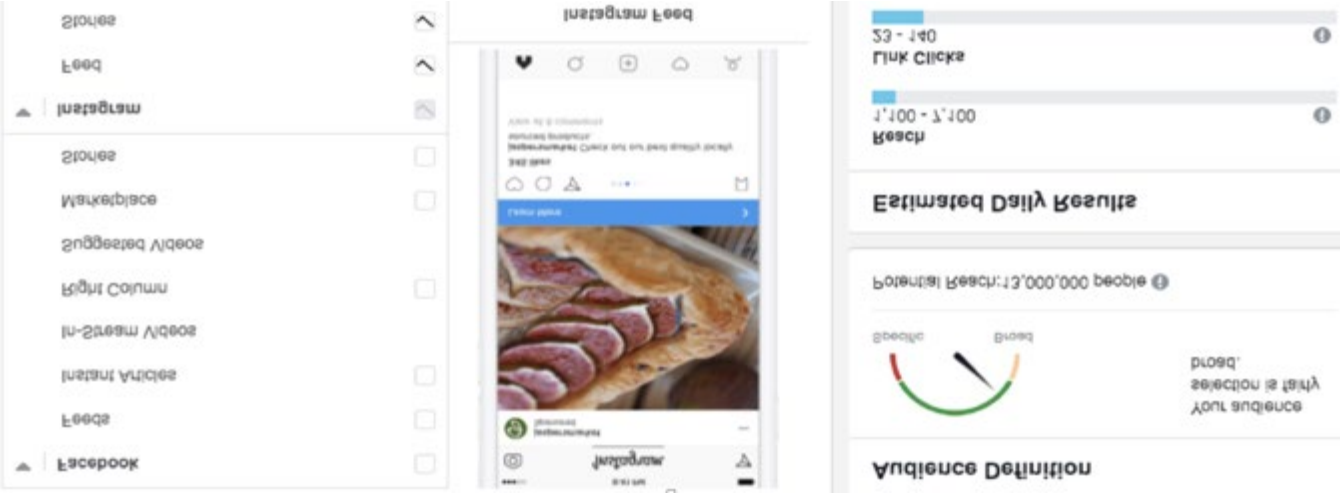
- Link to your store in your BIO!
- Post pictures relevant to your niche! (DAILY!)
- Post Pictures from your customers! (Cop images from Looxs app & post them on IG!)
- Use hashtags from *https://www.hashtagsforlikes.com*



He shares examples of fitness hash tags that he found and copped form *https://www.hashtagsforlikes.com*
He said he mainly looks for VERBS… aka action words



Audiences for IG ads are really easy to set up, just go into your FB ads manager and REMOVE all placements but KEEP IG!



He talks about how the audiences sizes will change when you compare onto Instagram, that's how you know there are more and more people hopping onto instagram.

Our audience sizes HELPS us pick our placement

If your niche has an audience on IG only placement, the separate it as placement in your ad sets (million+) If your audiences with IG is too small anyways, then just include IG in your ad sets (too small of an audience hurts your CPM)

Things to remember:

Facebook is a "whatever" content sharing platform IG is a lifestyle content sharing platform

IG is for following people or businesses that **YOU WANT TO BE LIKE!**

That's why influencers work in the first place!

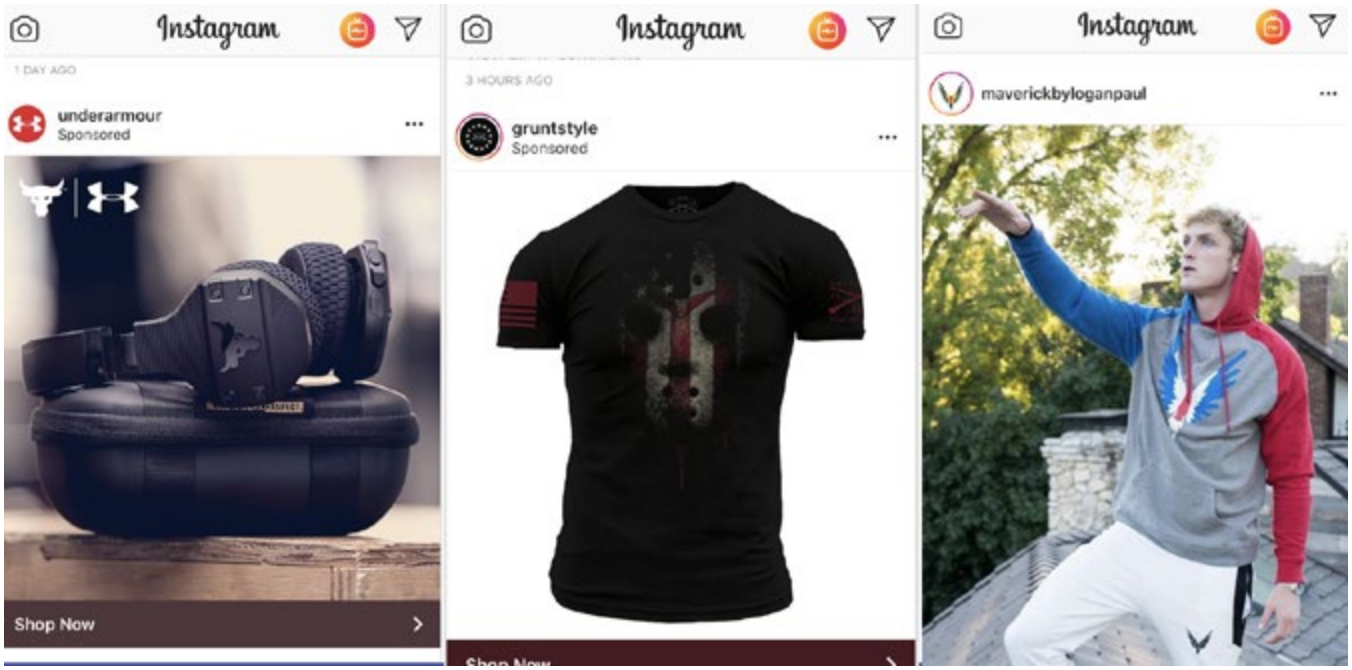
So be sure to adjust your ads on the IG platform!

People don't want to see ads on IG, you want to FIT in with the influencers and all those other LIFESTYLE influencers!

There's an argument that the white back ground shirt stands out more (or just a basic ad)

BUT THIS DOESN'T FIT THE IG PLATFORM!

We want to better our chances for engagement, more followers, better results:



Scaling on IG is just like scaling on FB, just ads!

But now once we found something proven that is scalable on IG, it's time to bring on the influencers!

IG INFLUENCER STRATEGY

If we have proven product, now we can approach influencers with confidence

We know it WORKS on IG and what kind of photo worked.

Tell the influencer to model it.

We know an idea of a conversion rate for it.

Now we can negotiate on the rate to make sure we are profitable.

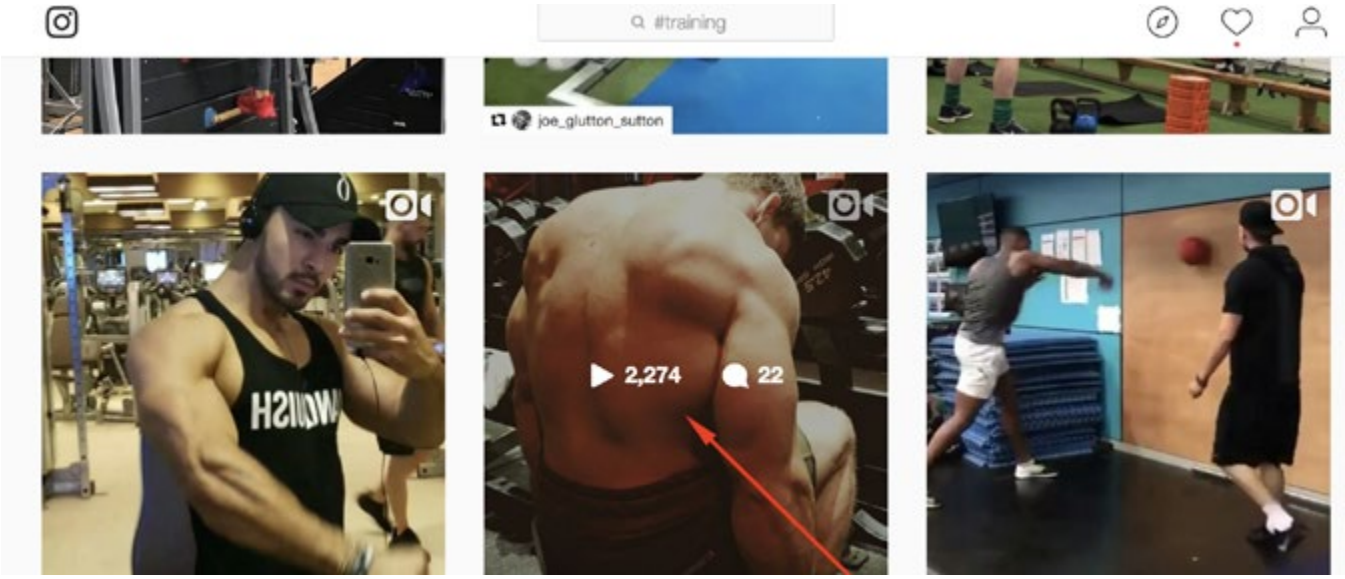
We may know if the influencer fits the buyer profile.

Based off the interests we used.

Finding our influencers:

- Search for influencers via hashtags that make sense in your nice, then DM them with a proposal
- Most of the legit influencers have a rate that they come back with.
- Now (unlike before) you can figure out if that rate works for you.
- You can also use sites like **upfluence.com**

When you search for influencers make sure their LIKES and FOLLOWERS are real, you can do that by using sites like social blade or simply check on all their posts to make sure that they have a lot of likes and comments on their posts!



IG Influencer Cost & Pricing Strategy:

Example: If an influencers says $500 for a post

If your profits are $10 per sale… you need at least 50 sales from that one post to break even

So take your conversion rate for that product and get an idea of how much traffic you need!

For example: If your IG conversion rate was 5% conversion rate. That means you need AT LEAST 1000 visits for that to make sense.

(Influencers usually have better CRs, this is just a baseline, also you have to account for the branding + the back end like emails, follow ups, upsells, etc)

Start a negotiation with them, flaunt your sales numbers postion for a RELATIONSHIP look for a WIN/WIN for both parties.

Get your PHOTOS right and ready for IG native audiences!

(Remember, life style is what they want not regular ads like you normally see on FB!)

Every time we get an influencer to post our products we include the rights to photo as part of our agreement! *(this will allow us to use their images on our stores for rapport as well as for ads!)*

Tell them you will include their IG or YT name on the photo when you run traffic on any platform *(again, the lower to middle level Influencers will love this because it'll blow up their IG!)*

If the influencer is big enough, it will boost your conversion BIG TIME *(Instant brand recognition!)* Negotiate long term outing deals after an initial successful campaign!

OWN THEIR BIO LINK SPACE! - This should be your end goal each time!

SUMMARY:

Remember, Influencers LOVE feeling like their special.

Use a Shopify app called **REFERSION** this allows you to set up affiliate links!

You can simply have the middle to lower level influencers wear or use your product, and let them know in our Ads, we will run ads to your IG account... They will LOVE this!

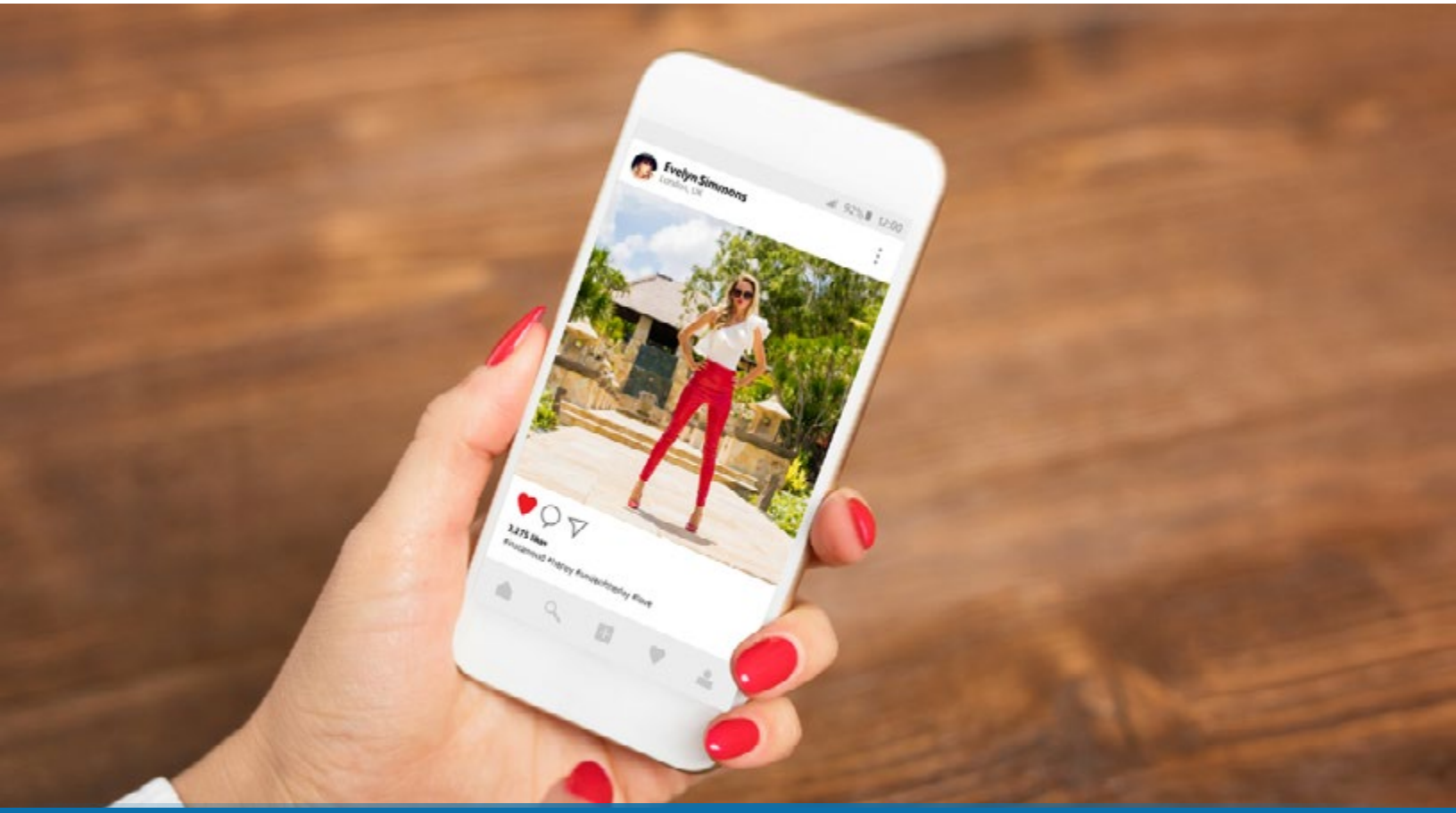
Not only do they get a FREE product, but you are going to be giving them free exposure too!

END GAME - Use ads to find the right products, then get influencers to do all the leg work.

Find and test winners constantly TEST ON IG only if audience is big enough

Take proven winners to IG influencers Reinvest back into your product by negotiation long term deals with influencers!

REPEAT!



Q&A

QUESTIONS - Do you message the influencer from your business account?

ANSWERS - Business account

QUESTIONS - When you reach out to influencers, how many actually respond?

ANSWERS - A lot of them actually have agency, a lot of these guys will actually respond fast.

QUESTIONS - Do you ask them a question and say hi first? Or do you send them a long copy/paste business inquiry?

ANSWERS - Tell them this a real business and not go through the back and forth with them.

QUESTIONS - If someone has a 600k account, and I want to "OWN the link in the bio" how much would they cost?

ANSWERS - It's def case by case... They are all different, way to impossible to really answer this one effectively.

QUESTIONS - Do you know what # of followers account have worked best for you, I know there are micro followers, do micro followers get better results? Ones like 40k followers?

ANSWERS - The bigger person is better, I feel like bigger the better than micro. But it's a waste of time, to go after micro, takes to much time. That's why you have to prove it first, go after the HOT product THEN get the influencers. Use tools like Social Blade

PETER JR'S TIPS & SUMMARY:

A few tools profile report that Matt Schmitt didn't mention were ProfileReport App for IOS that will show how many fake followers a IG account has. And a few other influencer apps you can use are:

https://izea.com/
https://sproutsocial.com/
https://www.socialbakers.com/

Overall I love using Instagram as a HUGE tool to help you connect with your audience, some of the content I felt that Matt left out that was very important on IG was the use of IG Story & IG Story Ads.

IG story has been killing Snap Chat as of late, and it's something that is DIRT CHEAP traffic right now. Also when managing your IG account, I feel it's very important to post stories often and keep it very engaging with your audience. IG story allows you to ask questions, and answer questions as well as post images and memes and things like that as well in addition do your day to day life style.

Matt's training is amazing for branding purposes especially When he discusses his usages of Influencers and how he negotiates with them throughly.

If you are not using IG in your businesses yet, you need to quickly start using it right now because you are literally leaving a ton of money on the table!

SPEAKER #8 - Brandon Shelton

Brandon Shelton

Running A World-Class Marketing Team

Managing a 7- or even 8-figure empire without an effective team behind you is near impossible. As the Marketing Director at Gearbubble, Brandon is well-versed in how to run a team. He brings loads of experience in this area through his prior roles as a Founder, Partner & Chief Growth Officer of several 6- and 7-figure companies. That's why Brandon will share with you key tactics for successfully managing your team so you can focus on increasing productivity and scaling your profits.

Brandon Shelton is going to teach us how to run a world class marketing team! He is currently helping Don manage Gearbubble and he's the marketing director at Gearbubble.

His training that he gave us as well as showing how Gearbubble manages launching so many products as well as stays extremely revenant when it comes to creating the latest tech for us in the Ecom space.

I personally loved his training and a bunch of my 7 figure friends that I attended the event with also said that his training was going to be the most helpful because now they can efficiently get things done with their team!

If you're a fan of outsourcing and organizing thens, then you need to get really pay close attention to these notes that you are about to read because they'll literally 10x the growth and efficiency of the production and focus of your business which will allow you to scale your profits!

SET AN INCOME GOAL

- Don't drive with your navigation off!

Brandon talks about how you NEED to set yourself a GOAL that way it will help you and allow you to know whether you are on the right track or not or if you are on pace or if you're even putting in the necessary work to get to your goal.

Without a goal, it's impossible to accurately measure progress and it's impossible to know where you are trying to head towards.

What is your income goal for the year?

Example $100,000

$100,000 / 4 quarters = $25,000 per quarter

$25,000 x 3 + $75,000

He uses this example because he knows that in the 4th quarter, he usually makes 3x more than the normal quarters.

So even if the first 3 quarters he's not hitting the $25k/quarter then he should be fine as long as he stays within range to 3x the average so that he can past his overall goal!

Brandon talks specifically about how setting a QUARTERLY goal helps gives you TIME to achieve them, if you only set yourself a monthly goal, then you will end up seeing yourself depressed very fast.

But setting yourself a quarterly goal will give you enough time to execute on your tasks which will allow you to hit your goals!

Create Product Research & Ad Launch Goals:

- To have a stable business you can't have unstable habits
- Set a goal for how many products you want to research per week
- What days will you do this on?
- Set a goal for how many ads you want to launch per week?
- What days will you do this on?

Trello Board Demo

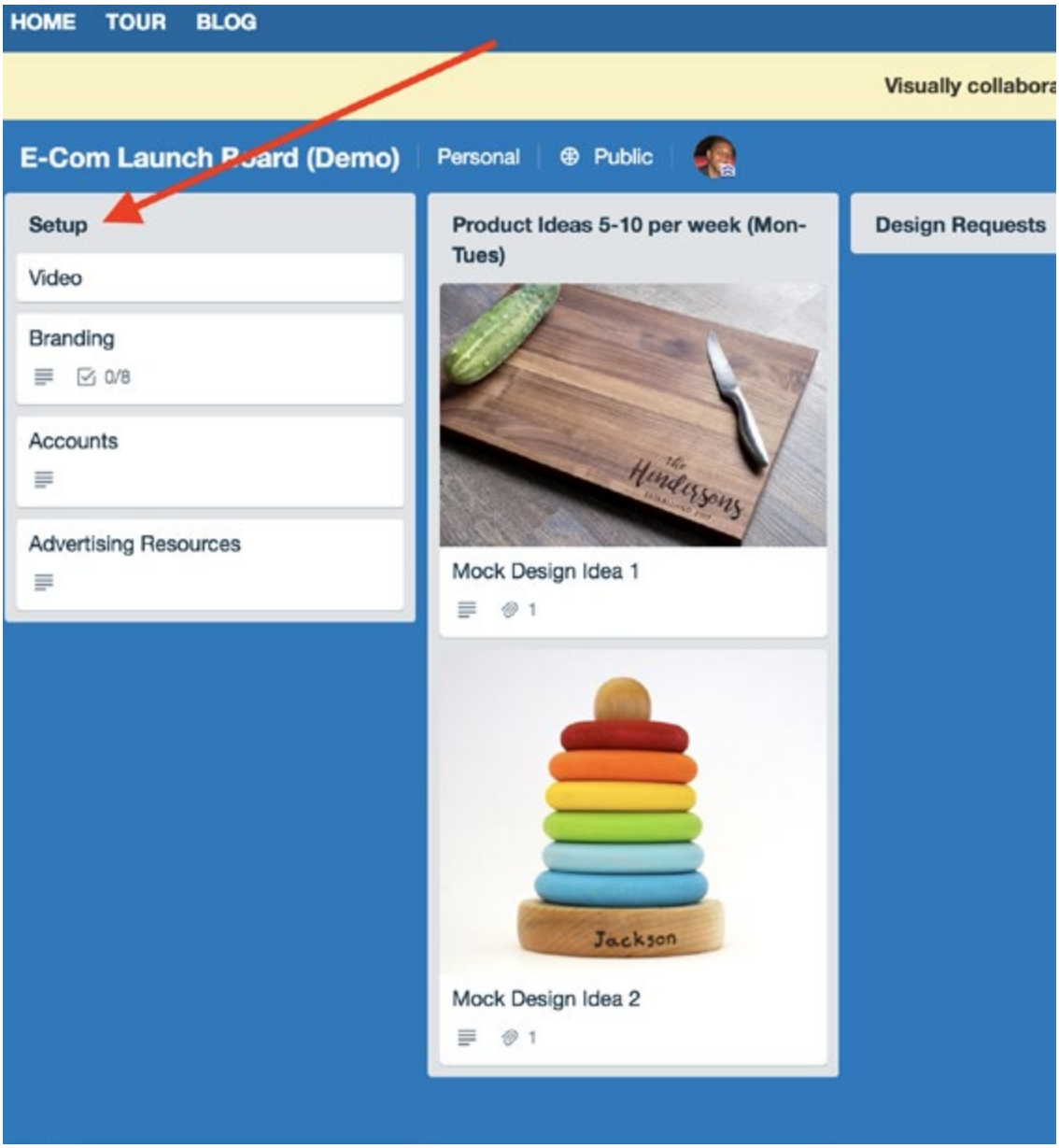
Trello link - *https://bit.ly/2y1Fjf2*

This is LITERALLY the same trello board they are using for ALL of their eCommerce businesses! He gives team all logins, doesn't want to waste time for communication with team members.

He puts Google Analytics Account, Pages etc & put mock up images, etc too

TRELLO BOARDS:

Board #1 SETUP:



1. **VIDEO -** The first thing should always be a video explaining how to use the trello board

2. **BRANDING -** All the check lists for each brand, logo files, watermarks, Favi con, email signature, fb page logo, etc

(He puts everything there in a checklist order, incase an ads account Or a store gets shut down, then they know exactly what they need to remake and rebuild without wasting time.)

3. **Accounts -** Login info for support emails, PayPal accounts, store logins, etc!

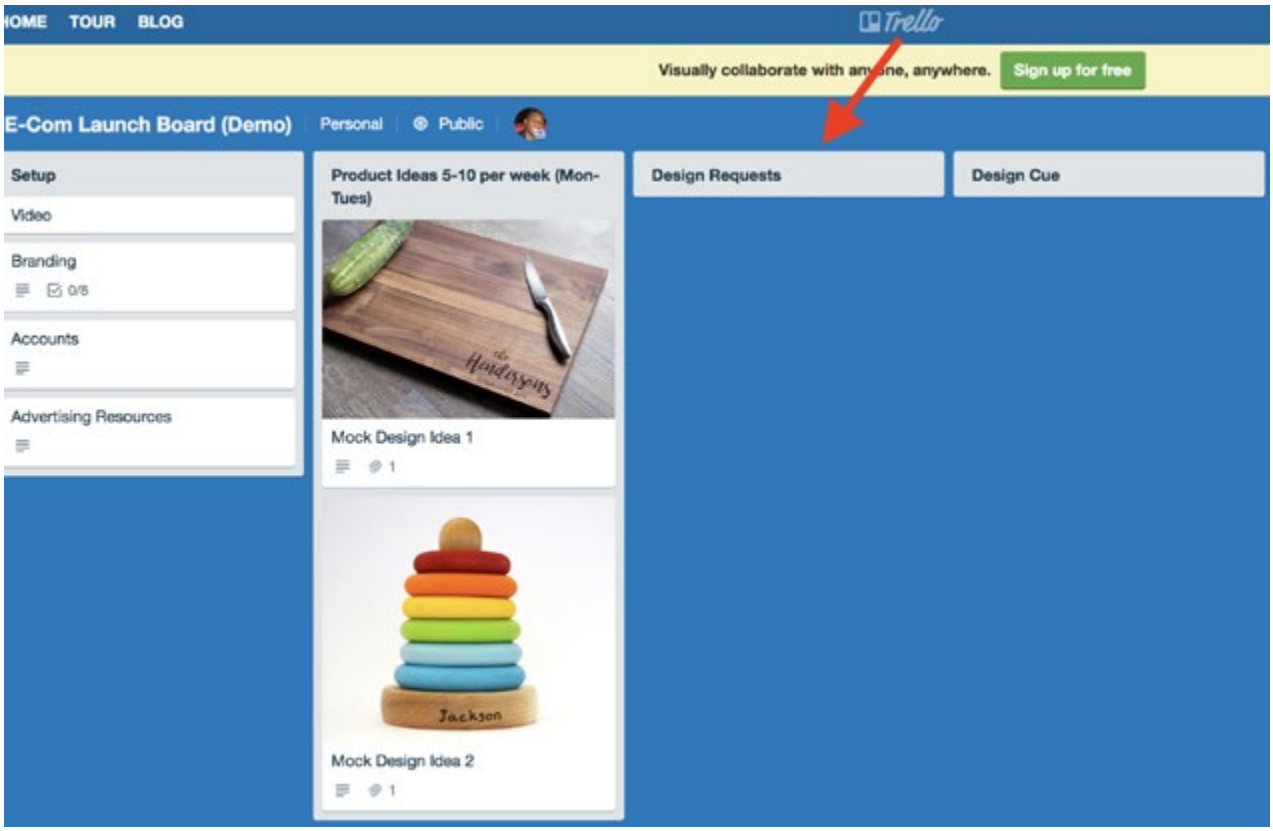
4. **Advertising Resources -** Fan pages, google analytics, etc

Board #2 Product Ideas 5-10 per week (Mon-Tues):

Where he puts mock up design ideas, this is where Don will find 5-10 products per week and put them into there. They also have a research guy as well, anytime they find a image or product idea on FB or IG, they would just put The link to the idea onto THIS board!

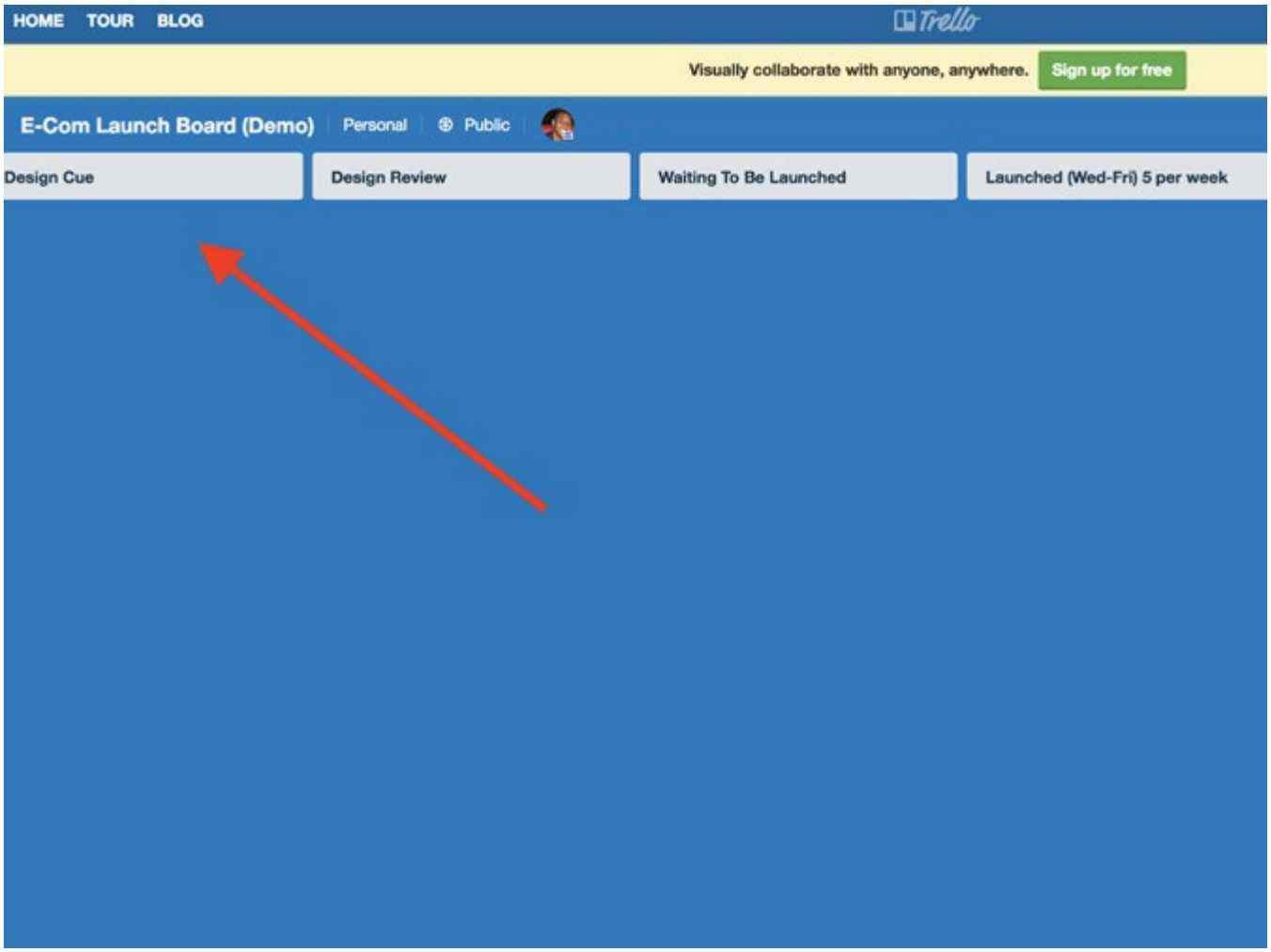
The media buyer or the designer will THEN choose 5 of the products that are in this board and MOVE it to the next board:

Board #3 Design Requests:



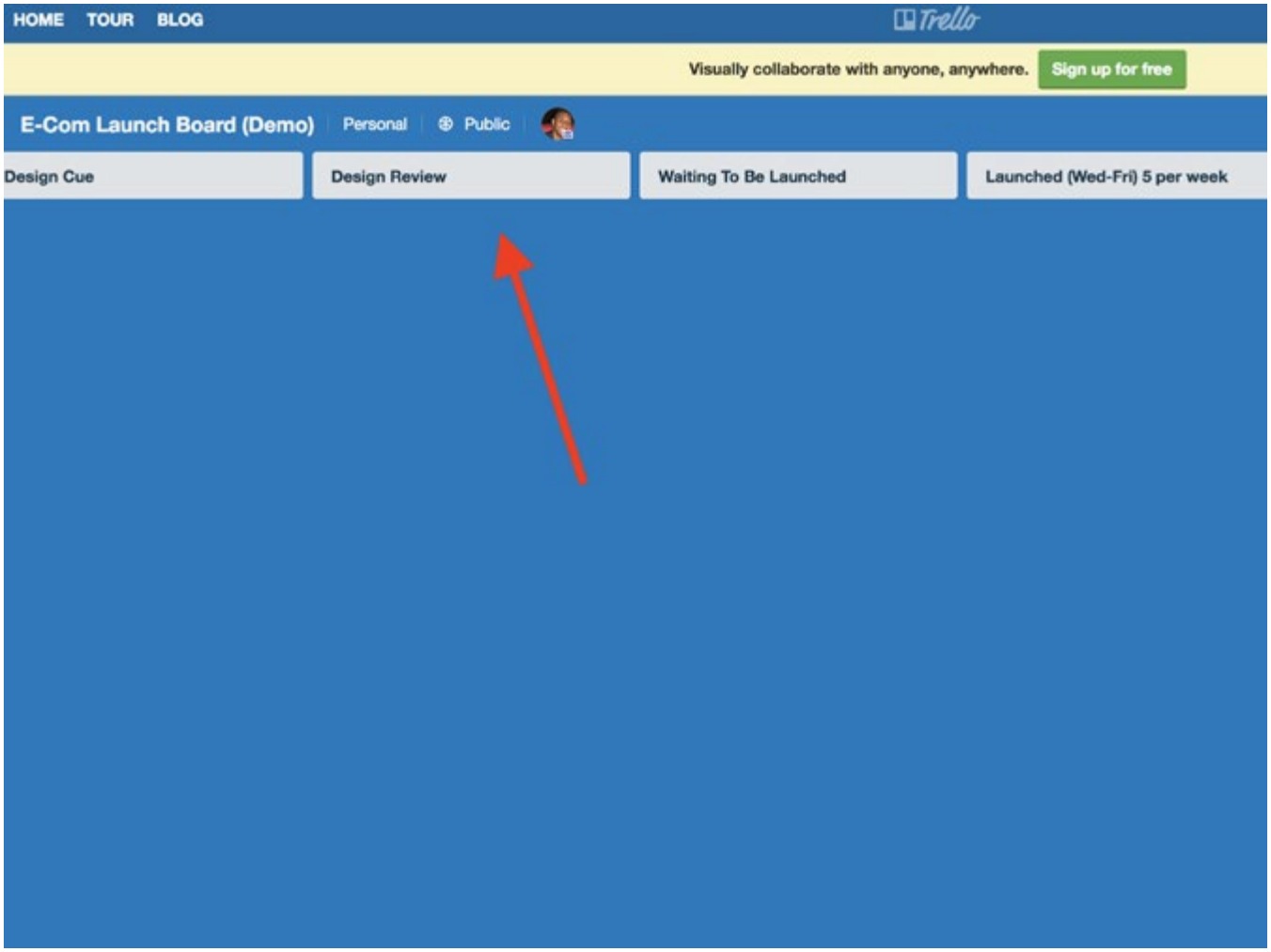
Here is where the designer moves the products from here to the **next board** to show that these are the ones he is working on:

Board #4: Design Cue:



From here, when he's done he moves the final designs to the next board:

Board #5: Design Review:

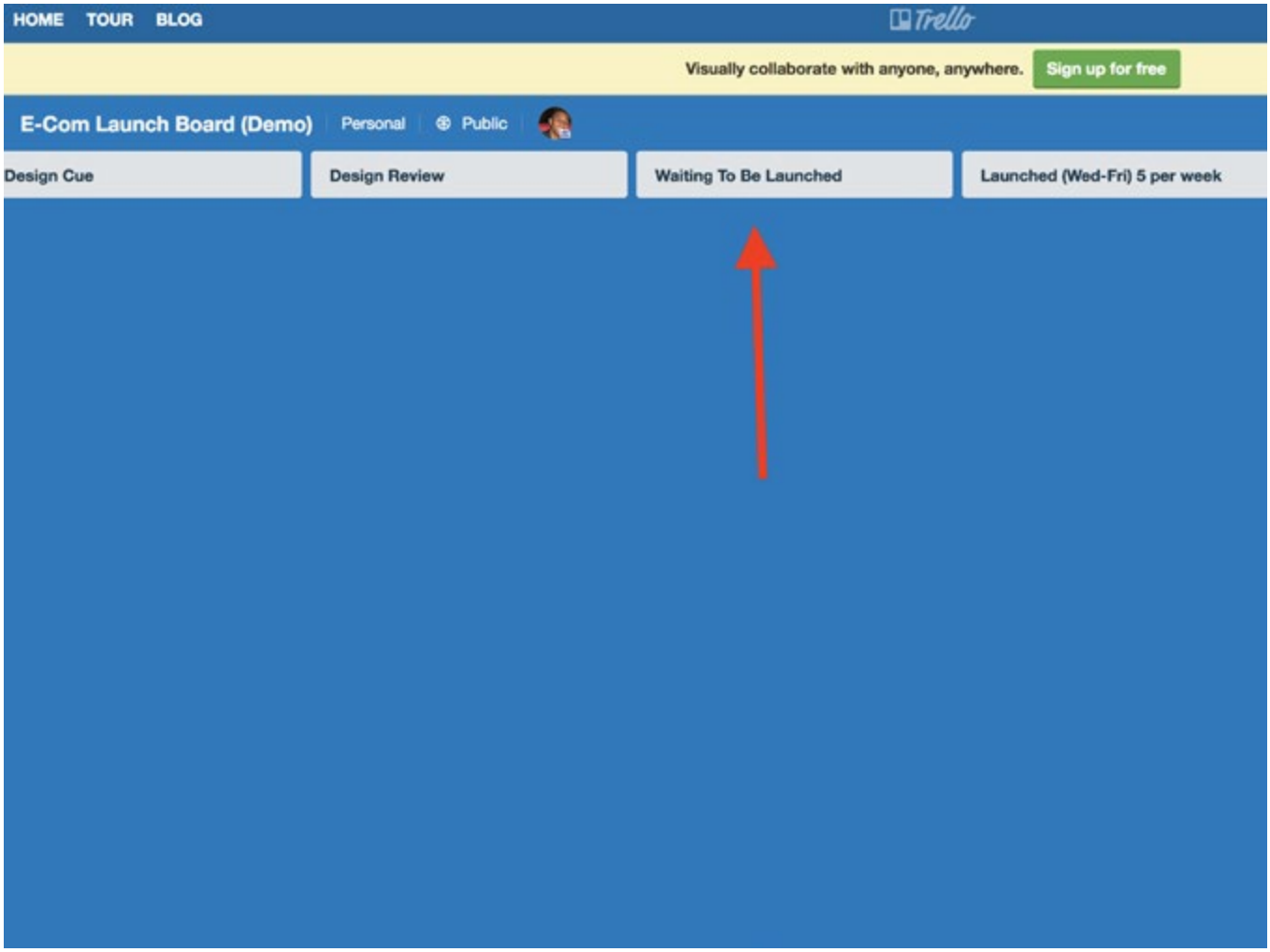


Here is where the MEDIA BUYER will review the final design mock ups that the designer created.

If the media buyer does not like the design or if the media buyer sees an error he will move it BACK into the previous board. (Board #4: Design Cue)

If he does like the design and would like to give it a test, then he will more the product into the next board:

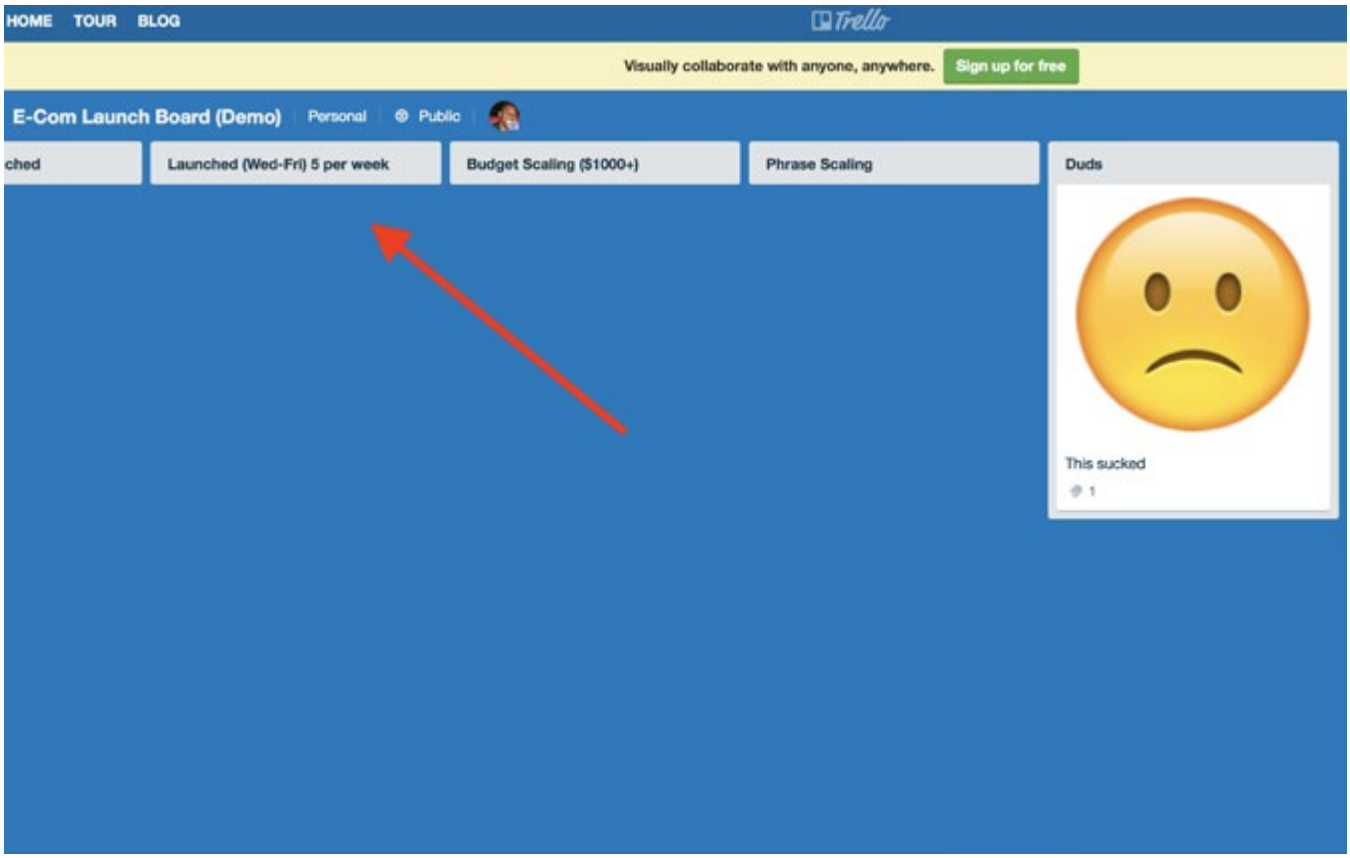
Board #6: Waiting To Be Launched:



These are the designs that are approved and waiting to be launched with paid traffic.

Once the ads are up and running, then he wil move these to the next board:

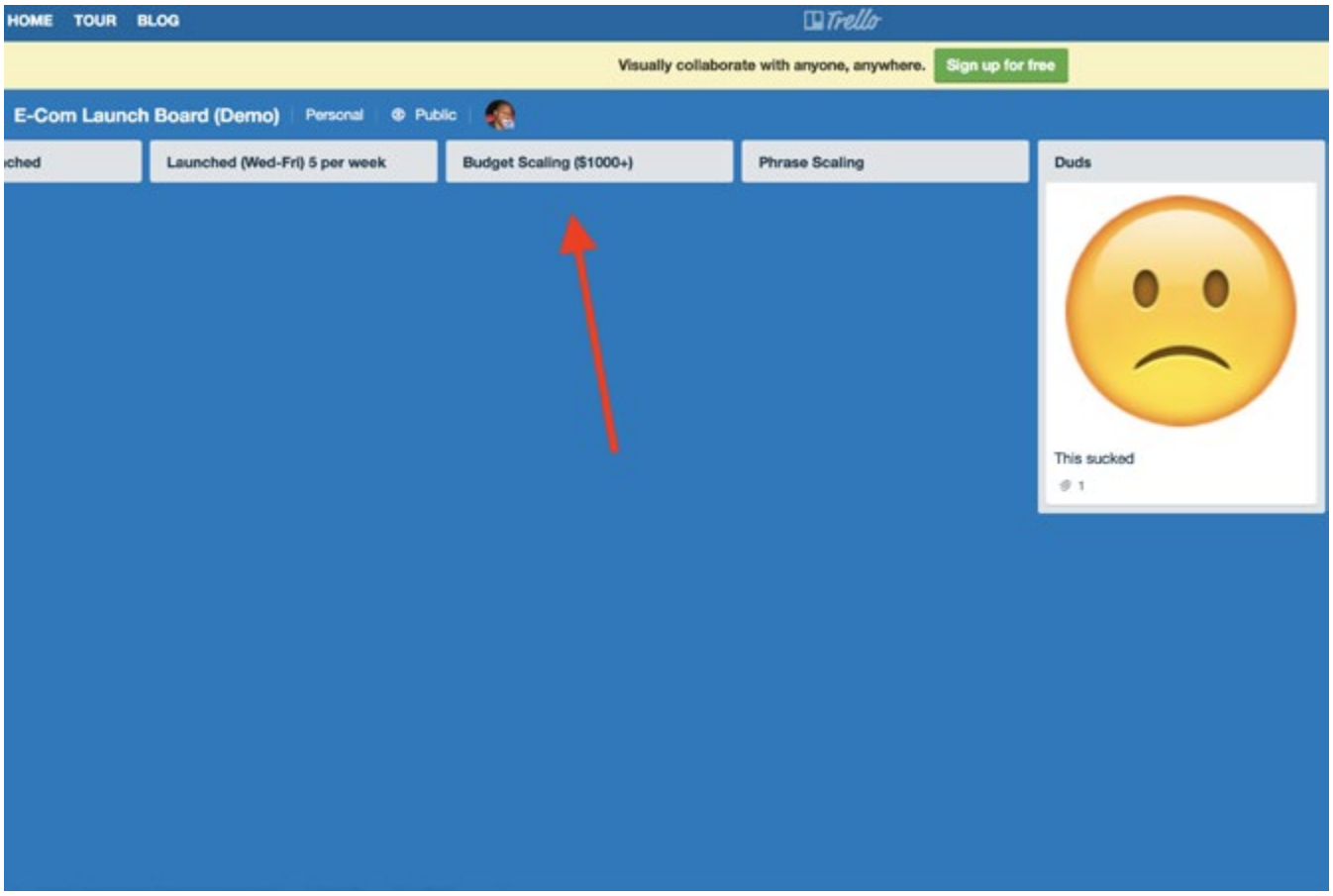
Board #7: Launched (Wed-Fri) 5 per week:



This is the part where Brandon actually looks at and starts to examine the ads, if the product or the ads that are being sent to this particular product has spent over $1k. They will move it over to the next board.

Basically if they spent more than $1k on a particular product/design then they'll move it to the next board:

Board #8: Budget Scaling ($1000+):

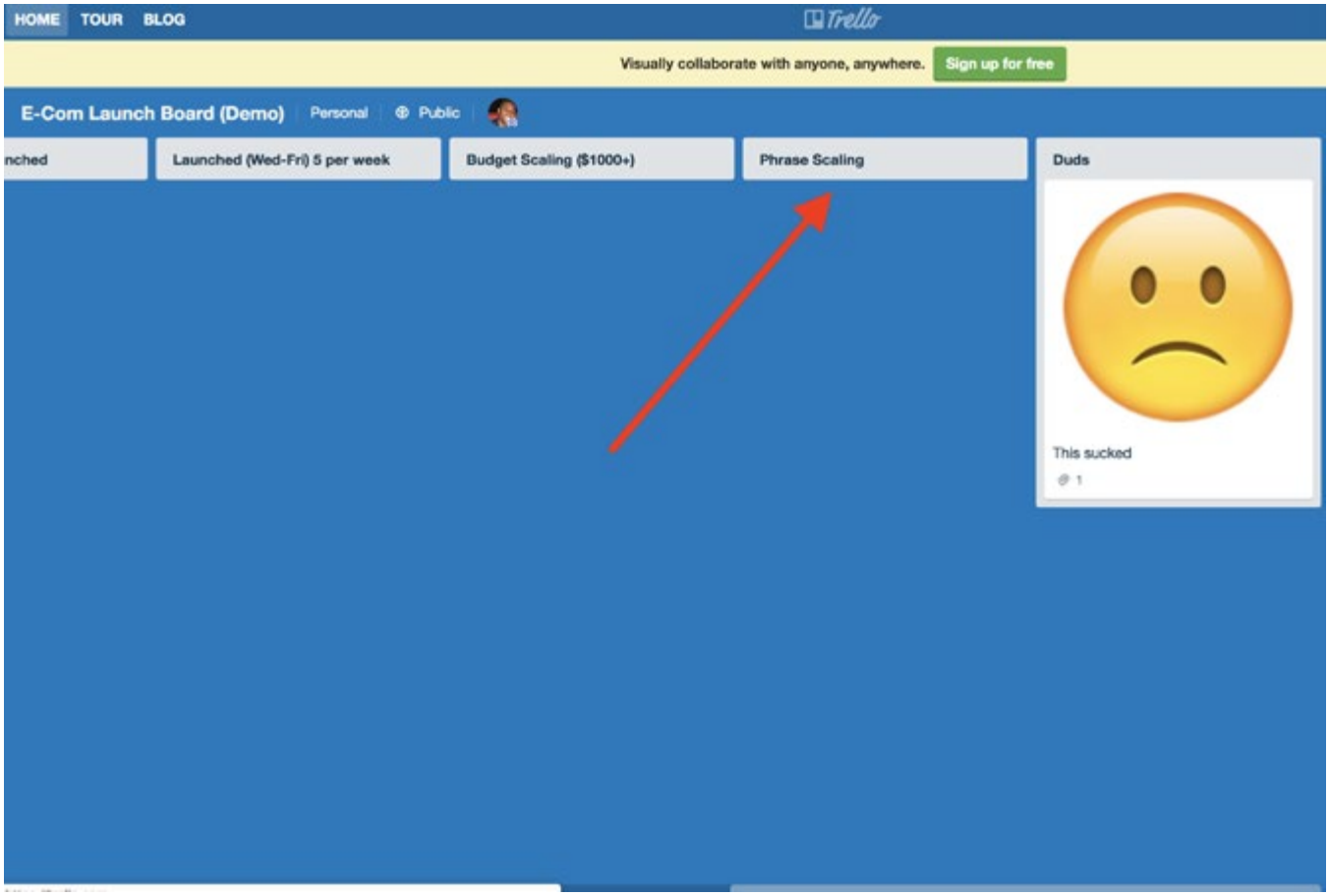


This is basically where they keep the "winning" products that they have spent over $1000 in ad spent on.

If they feel this product has a phrase or a quote That they can duplicate either into other products or duplicate like from dad to daughter, or mom to son, etc…

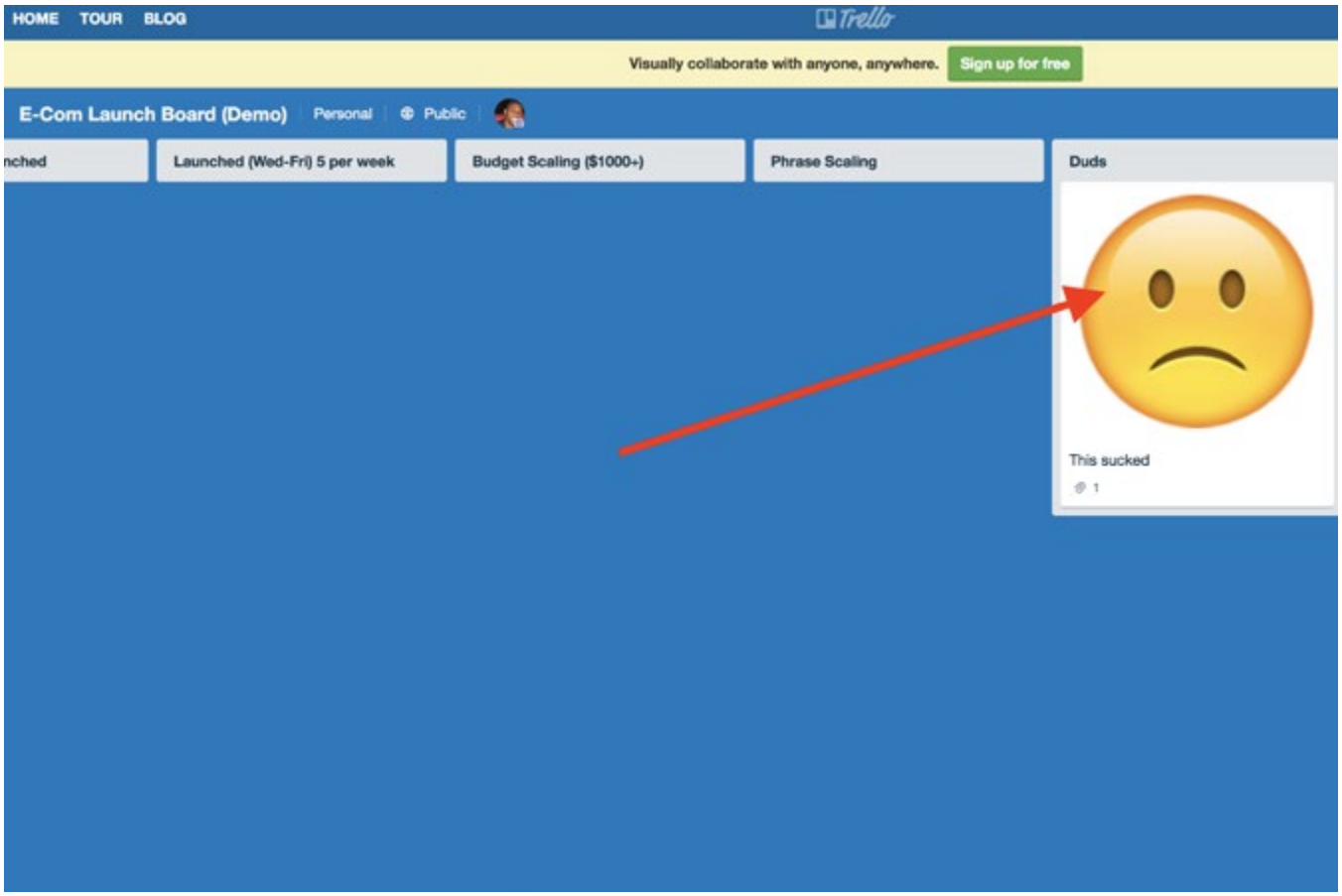
Then they will push it onto the next board:

Board #9: Phrase Scaling:



This is just where they keep all the duplicated designs or products that have been scaled off of existing “winning” ones that have been proven With $1000 ad spend.

Board #10: Duds:



Everything that doesn't work gets thrown into here.

Kind of just like a trash can.

This is so they know what they have already tried

Create Ad Launching KPI's

Ad set up per product campaign - $10 per ad set with 2 ad sets per products ($20/day). Split test 2 different creatives per product

Ad budget per product - spend 2x the profit of the product per ad set. No sales then shut off unless CPC is under $1. If CPC under $1 let the campaign run 2 more days. Still, no sales kill it.

He keeps these KPI just because it makes it very simple for them to either make adjustments or leave things on or off, this keeps it very simple.

E-Store SOPs & KPIs

Example of their production flow:

Mon & Tue - research 5-10 product ideas

Wed-Fri - Launch at least 5 new ad sets. Perform running campaign maintenance.

Ad setup per product campaign - $10 per ad set with 2 ad sets per product ($10/day).

Split test 2 different creatives per product.

Ad budget per product - spent 2-3x the profit of the product per ad set.

No sales then shut off unless CPC is under $1.

If cpp is under $1 let the campaign run 2 more days.

Still, no sales pause it.

Monthly New product KPI: launch 20 new products per month

Quarterly revenue KPI - $25,000 in sales per quarter. $75,000 during Q4

Yearly Revenue KPI - $150,000

Q&A

Questions: Do you have a copy writer?

ANSWER: Have your own 3-4 general copy, and only hire a copy writer and get fancy when you find the winner

Question: new ads account new store?

ANSWER: YUP new LLC, new everything

Question: Do you look at engagements or clicks or cpm?

ANSWER: We don't care about pixel data, or clicks, or cpm. We are literally just looking at ROI, this is not digital marketing.

Question: Do you ever test out different ads in the beginning?

ANSWER: We usually only test 1 ad unless we really see potential in a unicorn, Then we will go out of our way to find new ads, copy, and angles.

Question: If the CPC is under $1 would you break the rules of the KPI's listed above?

ANSWER: If the CPC is under $1 sometimes we do let it run for another day or two, But that really depends on how many ATC's we are getting as well.

Question: Are you only on FB right now for ads?

ANSWER: Yes, mainly FB right now.

Question: Do you create other boards for other businesses models, example: do you have a board for finding influencers or for amazon?

ANSWER: We used to but we stopped doing that, because too many boards is slowing us down, so we try to limit our boards because we want to be laser focused.

But if we did go the instagram rout, we def would use a whole board because if the process if more than 3 steps... Then we will create a board for it because it'll help make everything much cleaner.

SPEAKER #9 - Will Haimerl

Will Haimerl

Google Shopping Ads

Will is a veteran online marketer, he is best known as PPC Coach and is a paid traffic expert. He has a knack for mastering any paid traffic source he tackles. With all the crazy ups and downs Facebook Ad marketers have through over the past year, Will started focusing on Google Shopping Ads. He will reveal the method that is working best right now with this massive traffic source that rivals Facebook Ads in volume.

Will Haimerl does this training on Google Shopping Network ads. I've personally LOVE GSN ads, and I've actually created an entire 20 video+ training video that shows you how to set up your GSN ads step by step.

You can check it out here: *https://www.peterchanjr.com/bec*

Google gets about 40,000 searches per second, and I can guarantee you that someone has Googled your product that's on your store, but bought the product off of your competition if you are not running GSN ads.

Let's face it, FB ads are getting very expensive, that is why it's finally time for us to start diversifying our traffic sources on our E-Commerce stores.

Google randomly banned 10k accounts on on Adwords because they just decided to ban all affiliate marketing!

Will said to diversify traffic sources!

FB ads account often times get shut down a lot!

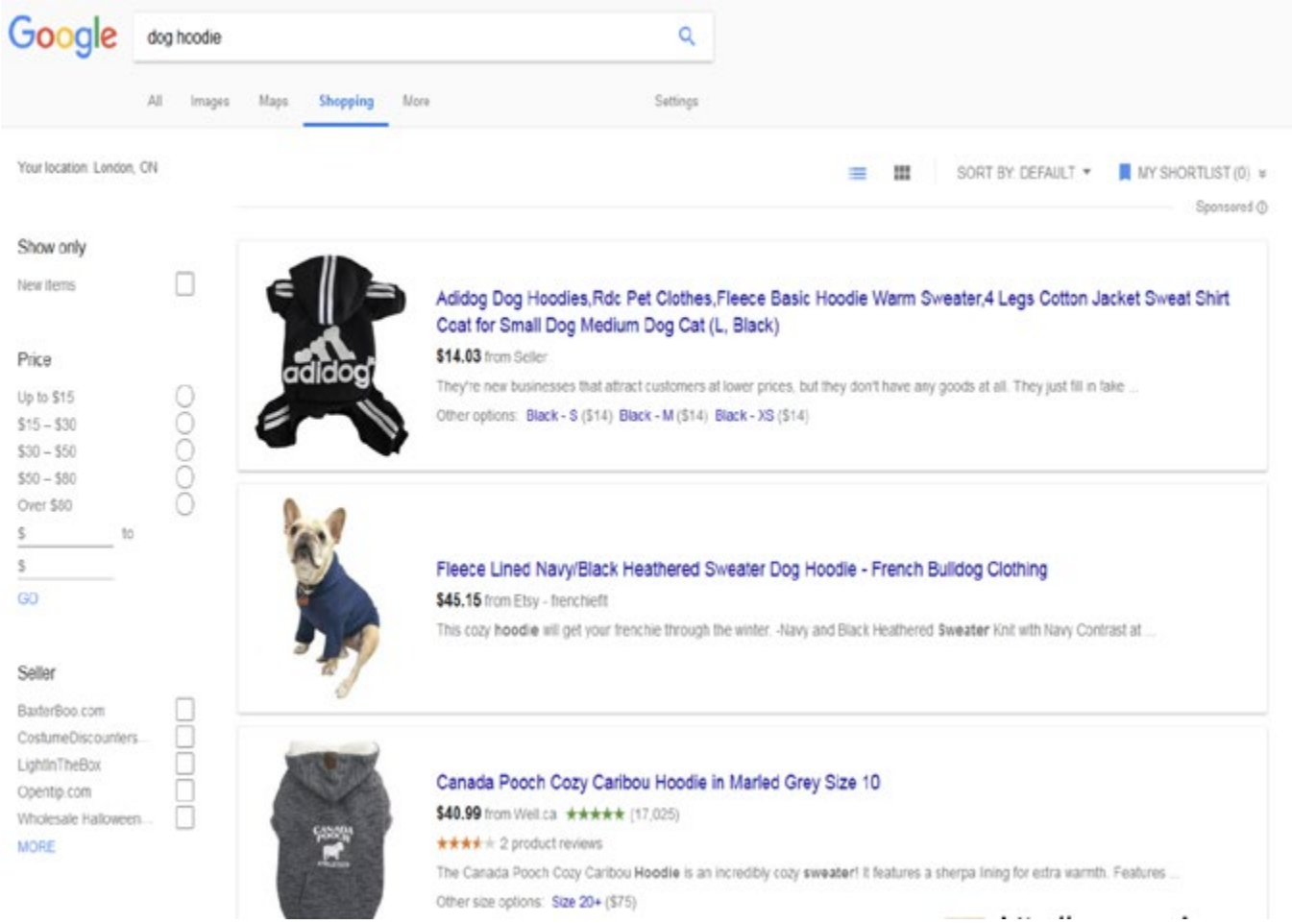
Facebook is showing the same behaviors that Google did with Adwords!

He basically says that WITHOUT a good product, PAID Traffic in general will NOT work well.

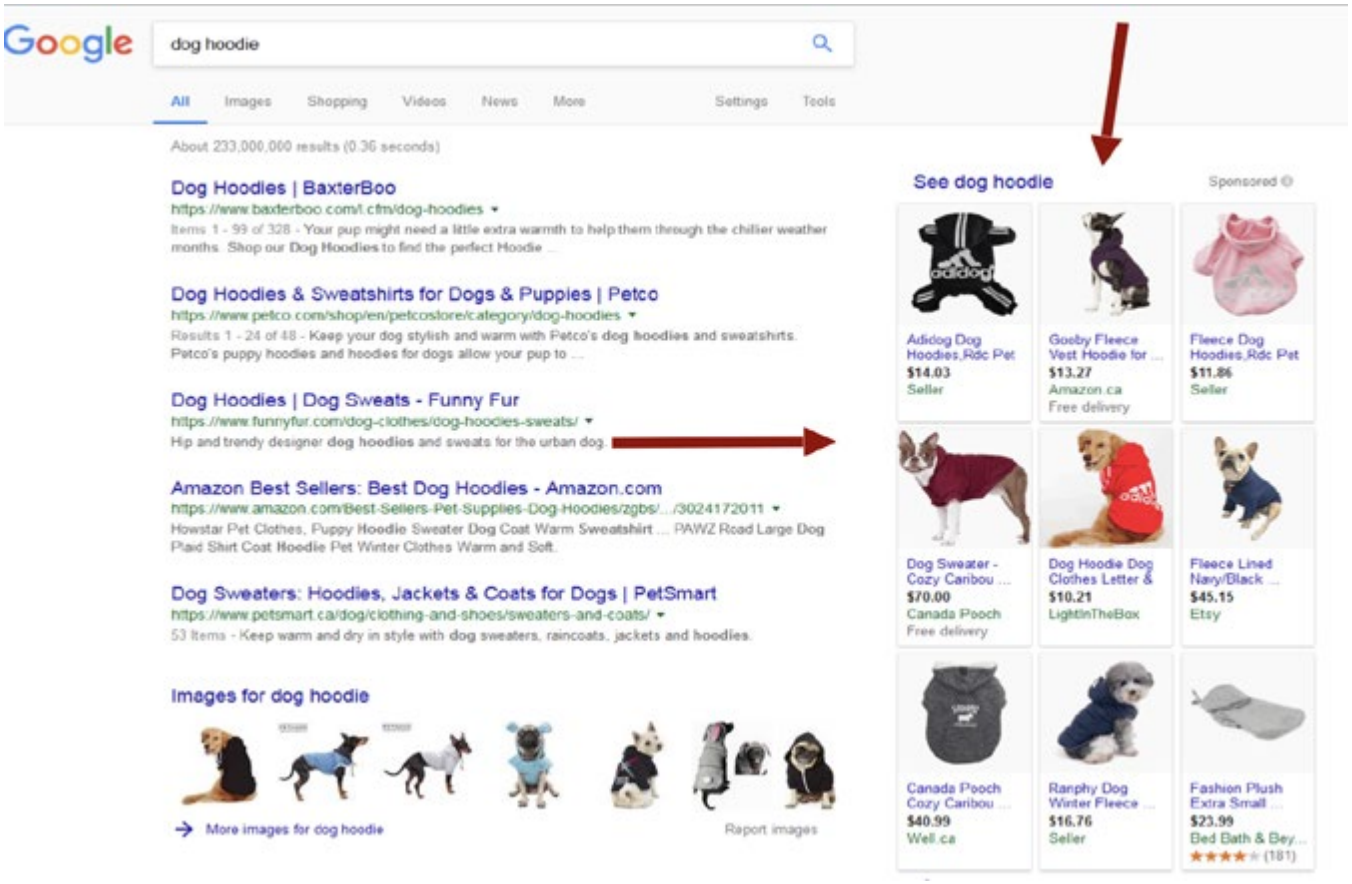
What is Google Shopping?

Go into google.com and type in DOG HOODIE

Then click on the the “shopping” tab, there you’ll see a list of products that Google is showing there… These are FREE, as long as your running Google Shopping ads, Google will actually reward you by putting your products on this list!



Google Shopping Network Ads:



You pay per click on these ads that are shown on the side of Google searches (they're shown at the very top if you are searching on mobile) You pay per click on these ads

The Main Problems: 2 Systems & no direct keyword bidding

Problem #1: You need a product Feed in their merchant center
Problem #2: The Google Ads Dashboard was made by engineers (not user friendly)
Problem #3: Can't bid on keywords directly

Solution = BUYER INTENT

Facebook Ads have interruption marketing... and usually has a very low click through rate since you are trying to stop people on their tracks and trying to get them to make a purchase on their stores. Google Shopping Ads has buyer intent, people are searching for the product and are already LOOKING to buy it.

Facebook Ads involve a lot of impulse buys, and Google Shopping does not, HUGE difference!

Basic Set up Steps:

Step 1 - Product feed, typically provided by store platform
Step 2 - Google Merchant Center
Step 3 - Wait for approval
Step 4 - Google Ads Account

Let's dive into each of these 4 steps throughly

Step 1 - Product feed, typically provided by store platform

Lists all your products All details included

- Colors
- Sizes
- Prices
- Title
- Description etc

Can be in multiple formats

Step 2 - Google Merchant Center (https://www.merchants.google.com)

- Create account
- Set up account
- Verify & claim your website
- Upload a product feed

Step 3 - Wait for approval

- 3 business days is what they say
- One of mine took 12 days
- They review it
- Then approve it

(remove anything alcohol related)

Step 4 - Google Ads Account (http://www.google.com/ads)

- Set up your ads account
- LINK it to your Merchant Center Account

That's the foundation

Now you have to setup a campaign (and you need a strategy) Remember, we cannot bid on keywords! But first some TIPS

5 Simple Tips that will HELP make your Campaigns perform better BEFORE setting Up any Ads!

Google Can't look at your image and know what it is, you HAVE to tell them.

THESE ARE THE 5 TIPS:

TIP #1 - have the product type in the title
TIP #2 - Description
TIP #3 - negative keywords
TIP #4 - Target keywords
TIP #5 - Average Monthly Search Volume

Let's dive deep into them!

TIP #1 - Have the product type in the title

- Have the product type in the title
- Google cannot read your image, you have to tell them what the item is
  Example: I Love Dogs - Dog Hoodie

TIP #2 - Description

- Use Google Keyword Planner
- Pepper your listings with related keywords
- Think of what people might type to find your product
- Verify with keyword planner
- Write descriptions with these keywords in them
- Use keywords as tags as well if available!

TIP #3 - Negative Keywords

- Make a list and share it in your account
- Keywords such as: *Amazon*, *Etsy*, *eBay*, *Walmart*, *target*, *Ali express*, *Alibaba*,

It's under "tools" -> "negative keywords lists" in your account

TIP #4 - Target Keywords

Make a list of keywords you WANT to target and share it in your account

- Use “DOG HOODIES” in this example as your product
- Keywords such as: dog clothes, dog sweaters, dog coats,
- It’s under tools -> “negative keyword lists” in your account

TIP #5 - Average Monthly Search Volume

- Matters a lot
- Low volume means it might not get any traffic
- HHgh volume means it can be super competitive
- In the middle is best
- If you want to scale, you need a good search volume for the keywords
- Anything under 1,000 is tough
- 5000 is a good middle ground
- Varies depending on niche

Exclusion Allows us to filter & filtering is the method

The Filter Method

Campaign #1 - Wide Net

It catches ALL the keywords google thinks our ads should show for. *(Remember they decide based on the title & description what our product is)*

- We want to bid lower on this campaign because it will show for every possible keyword except for the negative keyword lists! (We have every little control)
- We can exclude keywords from this campaign, remember the store name list? our products will NOT show for those negative keywords, but they will show for everything else!

Campaign #2 - Your Money Maker

- These are our target keywords
- e exclude these from campaign #1
- We can BID HIGHER allowing us to only have the best keywords to get through the filter, this campaign will typically outperform the first campaign by a large margin!
- Think about a running shoe that you might sell (a new balance RX 300 model)
- If you have “RX 300 Model” as a negative keyword in campaign #1, it will only show up for campaign #2

HOW?!

First - shared budgets! - Create One & Tie Two Campaigns Together Tools -> "shared budgets"

2nd - Campaign Priorities - low, medium & high are available In the Auction campaign priorities matter for google shopping ads. HIGH will show first, Medium, & low will show behind the High

High priorities gets first dibs at the traffic, this matters for filtering and using the "Filter Method"

For your second campaigns, set them up like this:

Setup:

Campaign #1 - The Wide Net (set priority to Medium)

- Bid Low
- Use Negative Keywords *(shared negative keyword list & shared target term list)*

Campaign #2 - The Best Keywords (set priority to Low)

- Big Higher
- Use Negative Keyword List (shared negative keyword list)
- Use a Shared Budget
- Set Priority to "Low"

HOW TO MANAGE GOOGLE SHOPPING ADS:

You will see search terms your products are showing for inside your dashboard:

- Remove any that do not apply.

(This means add them to the negative keywords for BOTH campaigns)

Example: "Maroon 5 T-Shirt" was a term that one of my shirts was showing up for. I had to exclude that from BOTH campaigns. This saved me money & it increased my profits!

Scaling GSN Ads

It's not like FB ads, you can actually increase the budget aggressively. If increasing the budget doesn't work then drop the shared budget back down to the starting point. It's not that complicated at all compare to FB ads.

5 Quick Tips For Scaling GSN Ads:

1) Bid lower on mobile
2) Scaling is easy, be fearless about it.
3) Running Product Groups
4) Running Product Group Biddings
5) Running Individual Product Campaigns

Let's dive deeper into each of of these 5 tips!

1) Bid lower on mobile

- Mobile traffic does not convert as well on google shopping ads.
- Lower the bid by 50% for mobile, if you don't you will not be as profitable
- This is counterintuitive and it's weird but true!

2) Scaling is easy, be fearless about it.

- It's not like facebook, you can increase your shared budget
- You won't rock the boat nearly as much like FB campaigns do.
- Don't be afraid to "jack it up!"

3) Running Product Groups

- You CAN group products by type: hoodies, t-shirts, mugs, necklaces, etc
- All separate product groups (under "product groups" at the ad set level)

4) Running Product Group Biddings

- You CAN set different bids depending on the product type in your product group
- So if a hoodie pays you $22 and a coffee mug pays $10, you would bid higher for the hoodie group & lower for the mug group.

5) Running Individual Product Campaigns

- Using product groups you CAN create a group of ONE product
- You can setup the filter method for ONE product
- This allows total control for you over what Google is showing in their search results

RECAP:

1) Create 2 campaigns
2) Tie them together
3) Bid higher on good keywords
4) Bid lower on lower quality keywords

Action Steps:

Step 1 - Create a GearBubble Store:

- They have product teeds now
- Use GB Pro
- reate a store
- Add your products
- Use the feed to run ads on Google Shopping Ads

Step 2 - Facebook Dynamic Product Ads

- Cold traffic is from Google Shopping Ads
- Warm traffic is both Facebook and Google retargeting
- Build custom audience and look-a-likes with buyer intent is the best

Q&A

Questions: Do you have to have a store?

ANSWERS: you have to have a product feed, so if you can get one without a store, go for it.

Questions: What daily budget do I need?

ANSWERS: You can start small, $10 a day budget and increase it as you start to make some money

Questions: Will this work for my products?

ANSWERS: Use the keyword planner to check search volume, if it has search volume you're good to go!

Questions: Will this work for "general" stores?

ANSWERS: YES, you would want to create product groups or individual product campaigns in this case.

Questions: Can I run sales promotions?

ANSWERS: YES. There's a special setting for "merchant promotions" which will appear at the bottom of product ads.

Questions: How does this compare to Facebook ads?

ANSWERS: Due to buyer intent, it is typically MORE profitable once it's been tuned.

Questions: Do we need to test with FB ads, before testing on GSN?

ANSWERS: ideally yes, if I launch 10 products on FB, and one does well, I usually Throw that 1 into GSN and do a product specific campaign

Questions: Is there a Shopify App for this?

ANSWERS: YES there is.. and it's super simple.

Questions: How do I rank high on GSN?

ANSWERS: CTR, keyword, description, tags.

Questions: Is GSN 50% of your sales?

ANSWERS: it's about 30%.

Questions: How does cost per conversion compare to fb ads?

ANSWERS: Similar buy you get a little better ROI.

TIPS & SUMMARY FROM PETER JR

A really great tip for you to use if you want to dominate Google Shopping Network ads for your business is to use the Google Keyword Planner and research HOT products or niches that have a HIGH search volume. You want to look for trends and keywords that have a increasing searches.

If you want to do well on mobile with Google Shopping, you need to make sure that your product RANKS in the TOP 3 went people search your keyword, you do this by making sure your CTR (click through rate) high, you do This by making your image better than your competitors and making your price point better than your competitions

Google Shopping Network ads are the best ways to Get very LOW hanging fruit against your competition.

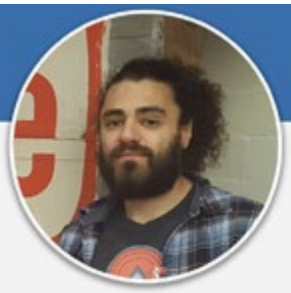
Not a lot of marketers are doing this now, because everyone is so focused on expensive and increasing CPM's FB ads.

If you want to learn more about Google Shopping Network ads, I do have a 20 video step-by-step guide on how to set these up, and scale them inside my course.

You can get that course here: *https://www.peterchanjr.com/bec*

Thanks

SPEAKER #10 - Justin Sardi



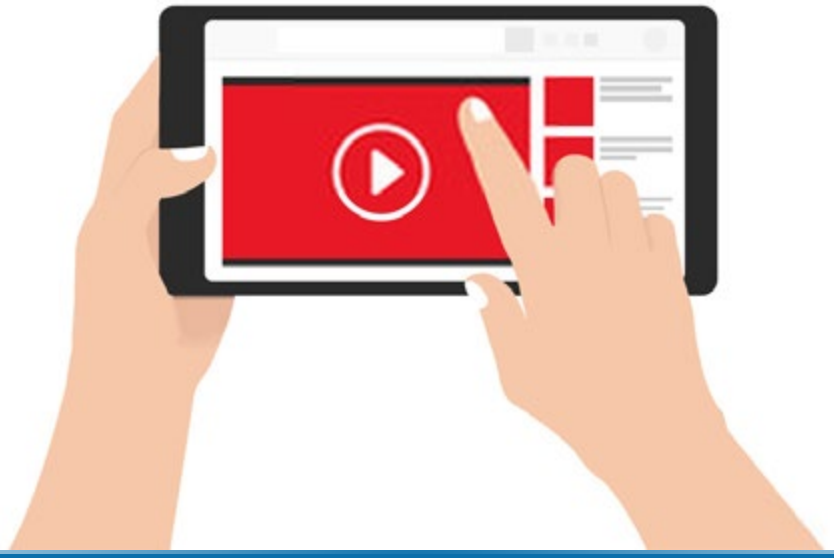
Justin Sardi

YouTube Ads for eCommerce

As a veteran online marketer, Justin has done it all from product launches to training. His extensive experience has lead him to find an extremely profitable, yet often undervalued traffic source for eCommerce stores: YouTube. Justin will be sharing his technique for launching and managing highly effective YouTube ads.

Justin Sardi is a YouTube Ads expert, I met him at the event. And he's EXTREMELY humble and modest. One of the nicest guys in the industry for sure. If you're reading this then you've probably seen and and heard of Justin Sardi before, that's because his ads are all over YouTube.

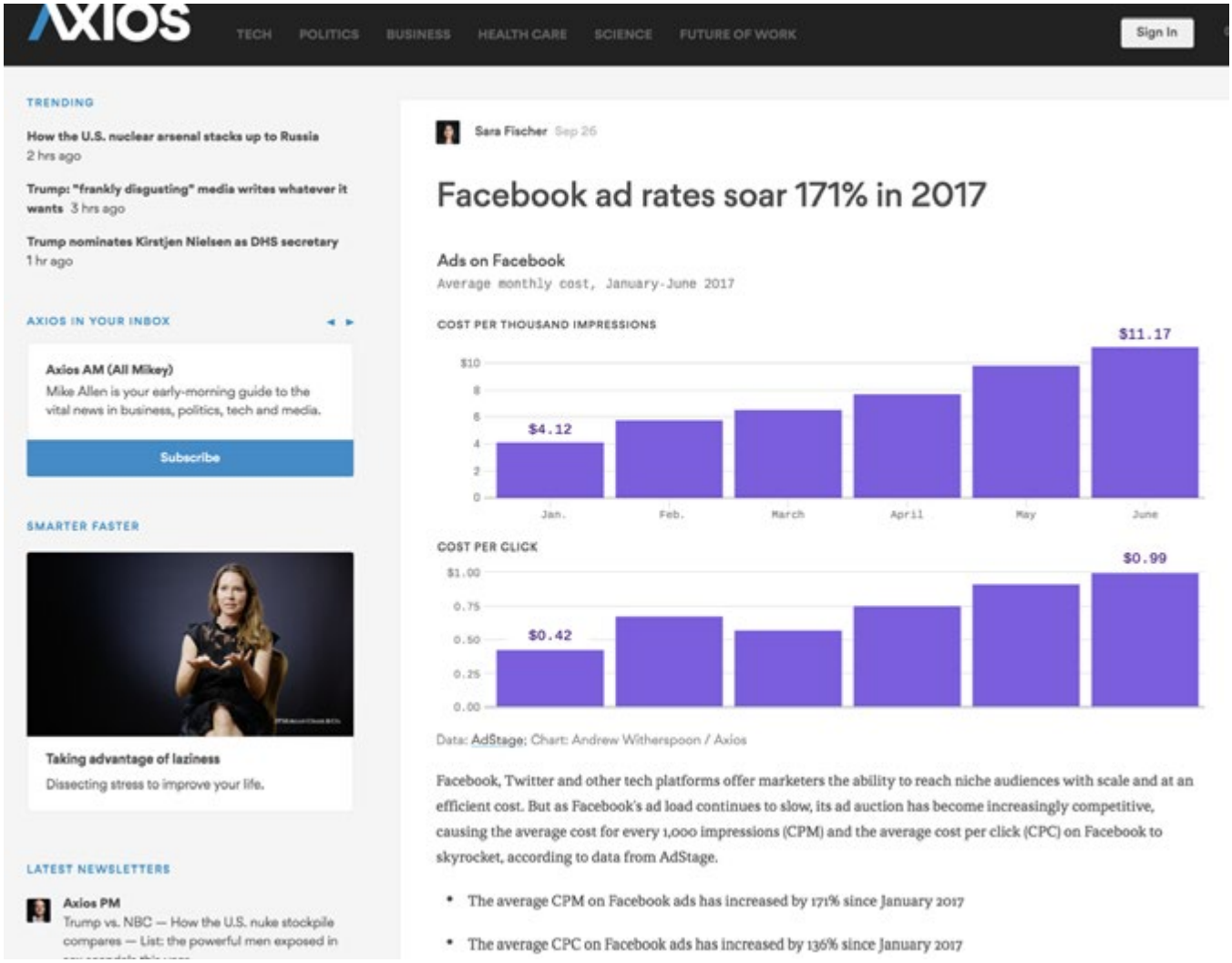
His training here has opened up my eyes on how SIMPLE yet effective YouTube is! This is one of the MAIN traffic strategies I personally will be implementing in my business today and you can tell because I have created a YouTube channel where I am dropping DAILY content and delivering DAILY value to build a audience, Justin talks about how LUCRATIVE and effective YouTube ads are, and how you can capitalize on this increasingly popular yet inexpensive traffic source!



Justin starts off his training by asking the audience this very important question: is learning YouTube ads and running YouTube ads for your business worth your time?

Let's look at some of the stats:

- Facebook ads cost in 2017 alone with up 170%!

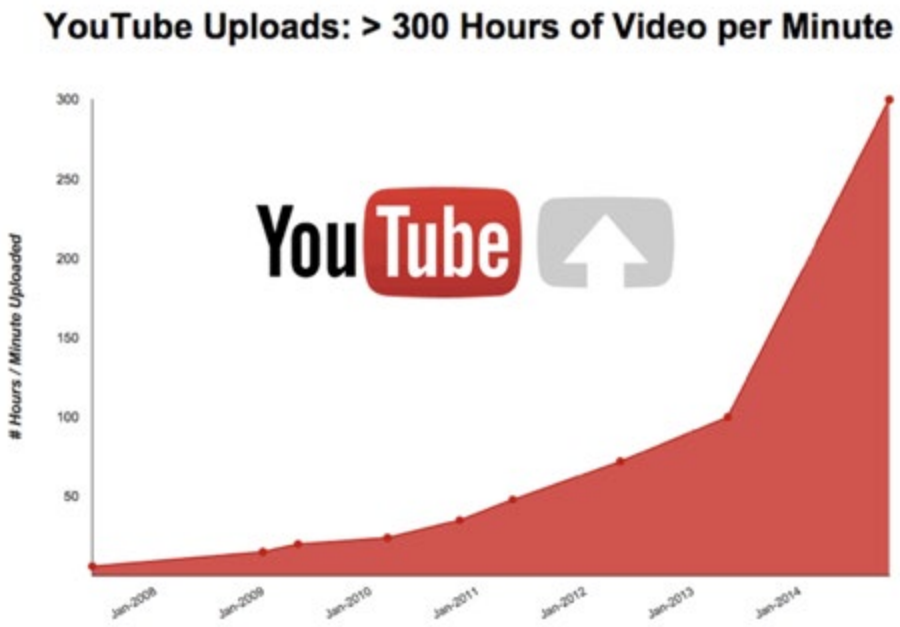


It's time to diversify your traffic sources!

Youtube have not seen a lot of marketers come over yet…

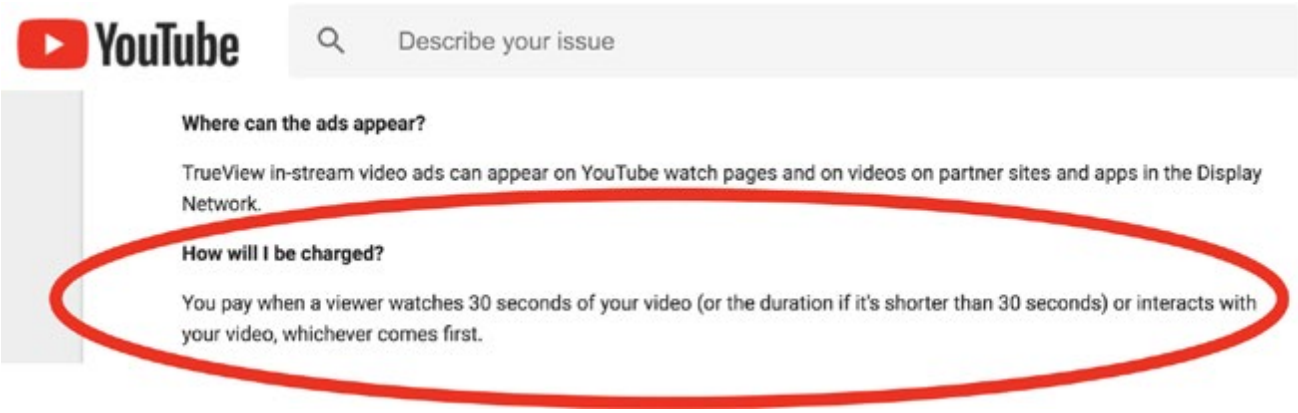
The early adapters will WIN! Get in now while you can, youtube is GETTING HUGE!

- Youtube has 300 hours of videos per minute



Is YOUR Audience on YouTube?

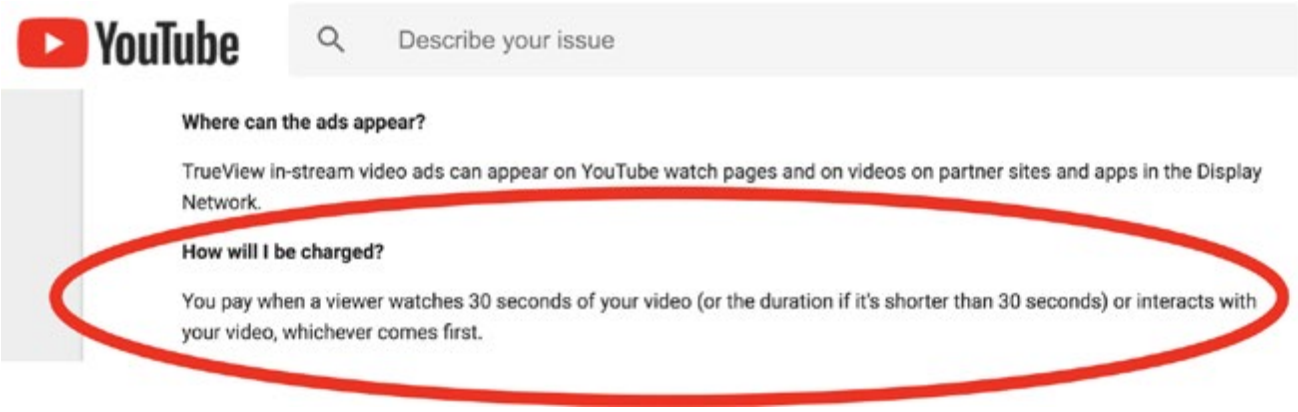
- YouTube over all and even youtube on mobile reaches more 18-49 year olds than any cable network in the US
- There are 1.3 billion youtube users
- YouTube gets over 30 million visitors per day
- In an average month, 8 out of 10 18-49 year olds watch videos on YouTube



TrueView In-Stream Ads

More Importantly... You ONLY pay when someone ACTUALLY WATCHES at least 30 seconds of your video!

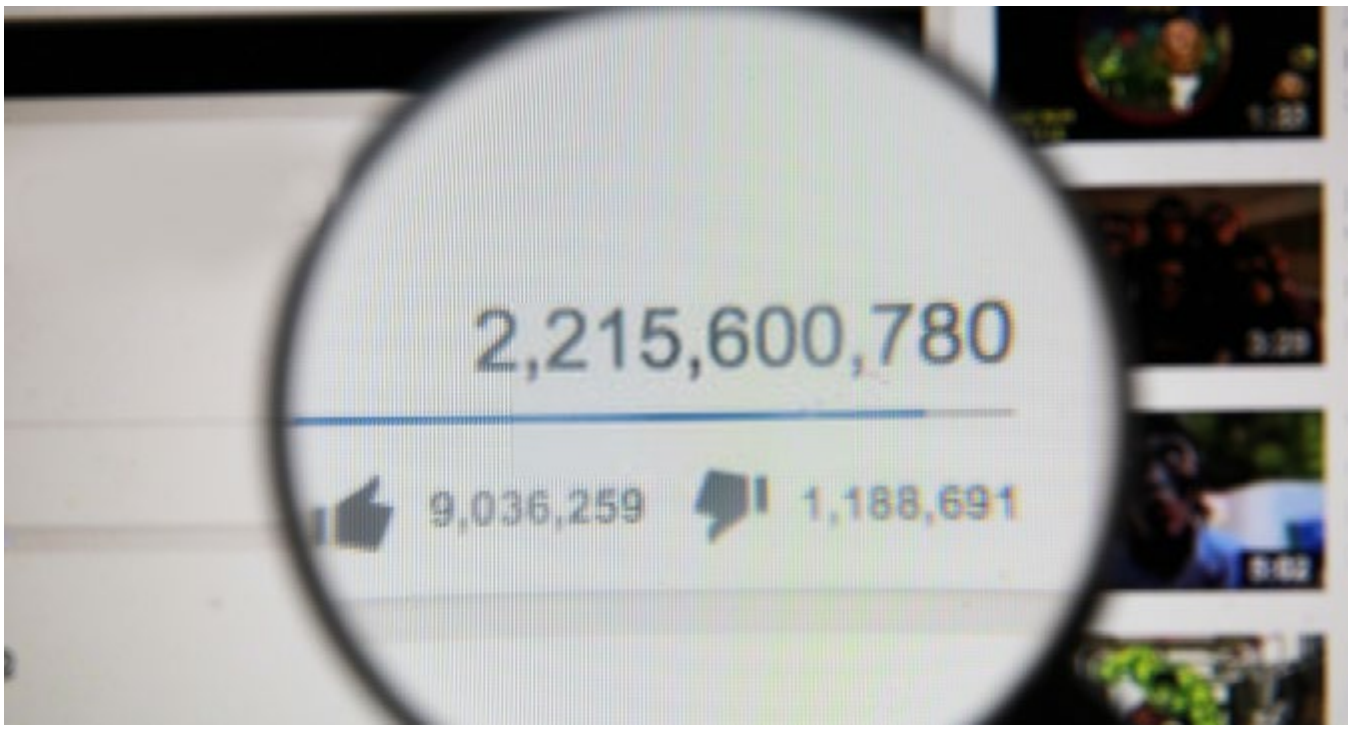
YouTube is one of the ONLY traffic sources that ONLY charges you when someone actually watches your videos!



Views vs Impressions:

Impression - Someone sees your ad as a video discovery or In-Stream Ad
EXAMPLE: Someone watches 29 seconds of your 1 minute video and skips.

Views - Someone actually watches your video. (not just 3 seconds like FB)



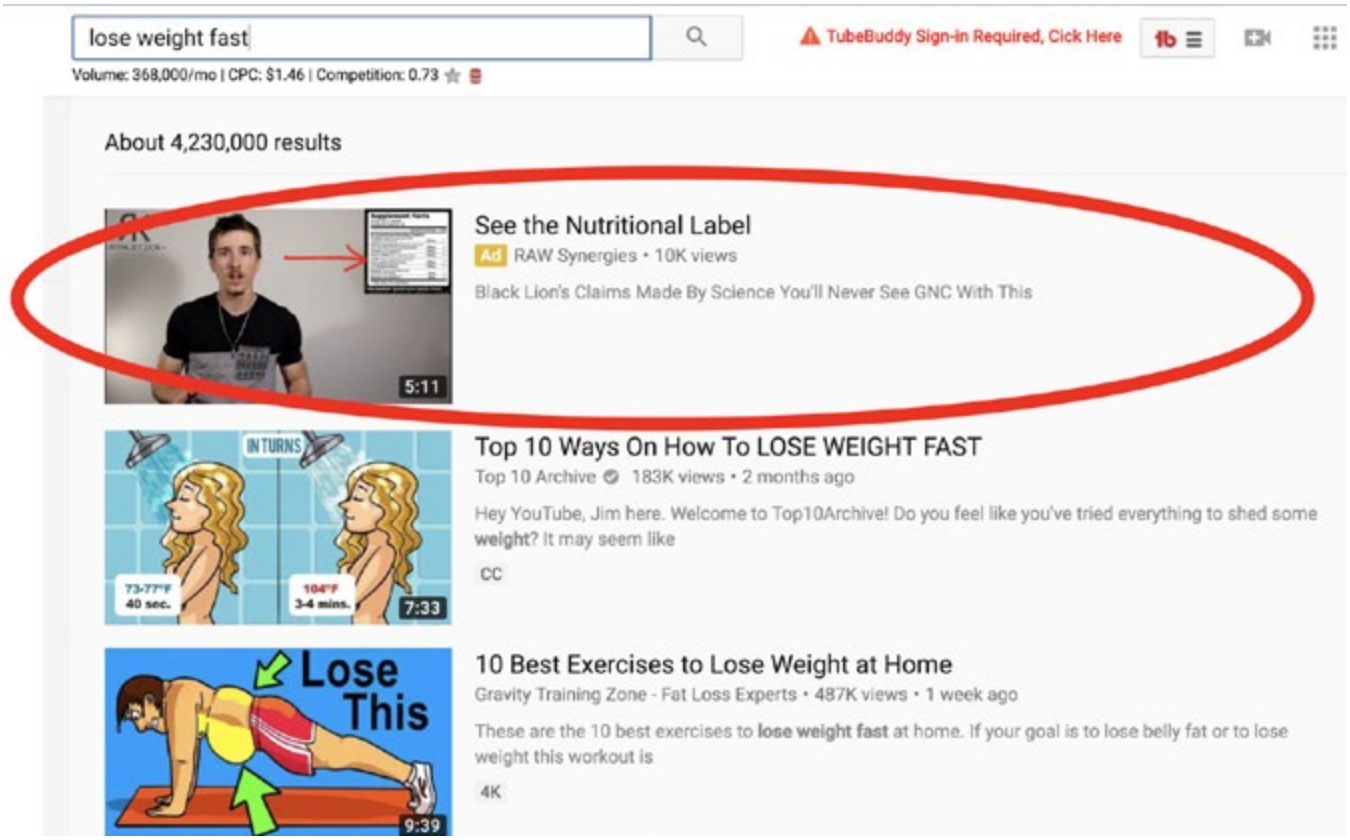
Justin Sardi - Entrepreneur & Outdoor Adventurer

Justin then goes on to talk a little bit about himself, last year he lived in RV with wife as a digital nomad.

And began trying out internet marketing by promoting Digital products on Clickbank, obviously in the beginning he thought it was a complete scam and bs.

He first started having success when started selling Self defense products on Clickbank and was ranking at the TOP of YouTube's search engine.

He realized how much work it actually took to rank at the TOP of YouTube searches and how other marketers were just beating him to the punch by simply running YouTube Banner Ads that would naturally RANK at the top over his even though he worked harder than they did at ranking. But it was because they paid to play so they got the higher ranking!



You can see in the image above that the video with ONLY 10k views out ranks the videos with 100k views because it's an AD HINT: This is what we all should be doing to dominate our niches on YouTube!

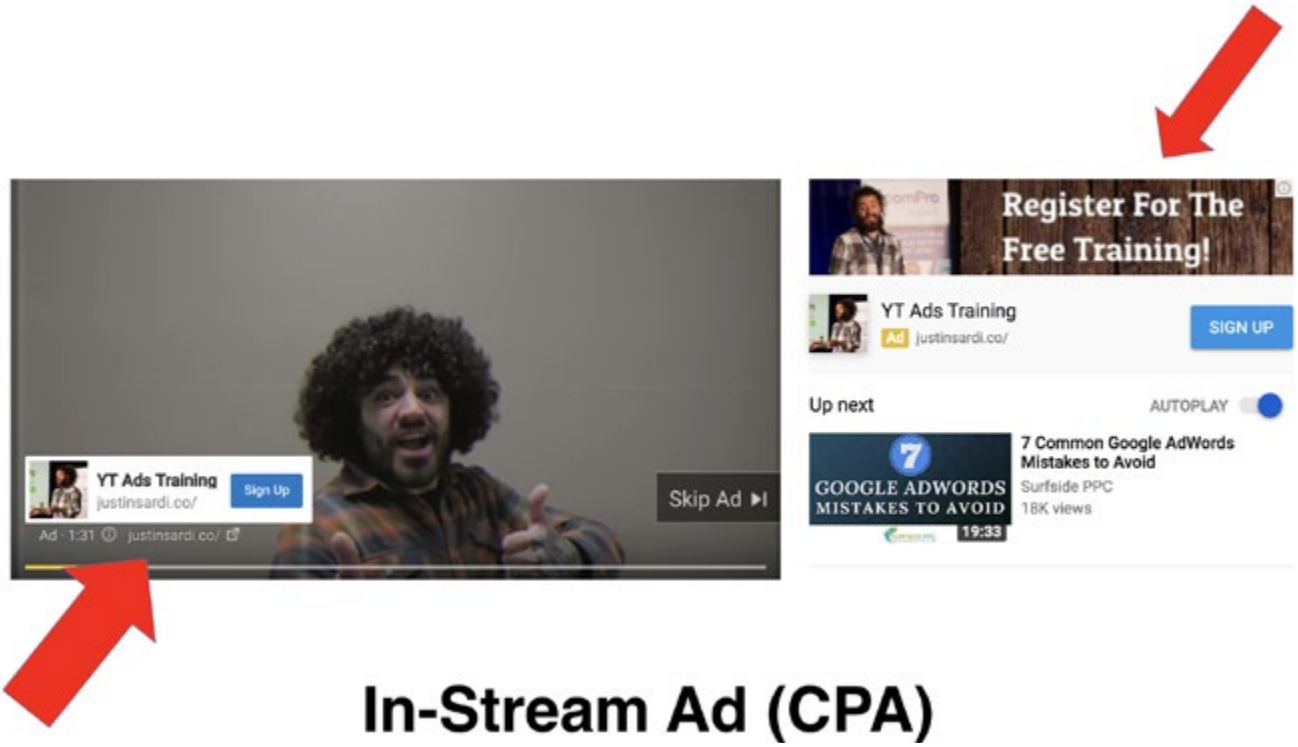
Two Types of Ads

#1 In-Stream Ad
#2 Video Discovery Ad

Let's dive deep into both of these:

The first type of ad we will be discussing is called the In-Stream ad, these are the ones we see right before every video starts on youtube.

Ad Type #1) In-stream Ad (CPA) - shows up in font of people's video & has TWO calls to actions.



The Banner ad still stays up with very CLEAR buttons.

Ad Type #1) **In-stream Ad (CPV)** has a VERY tiny CTA at the bottom. Need to start with one, then get some conversion. Then move on to the CPA ones

Theses are BOTH **In-stream Ads** show on "monetized" videos.

- Youtube creator uploads video and wants to make money from it
- Youtube/adwords serves ads on video (the ads I'm showing you how to run)
- Advertiser pays YouTube
- Creator gets a portion of that $$

URGENT TIP: For In-Stream Ads use a different channel for it, because it will kill your main Youtube channel

(if you're uploading content regularly and building a youtube channel)

In-Stream Ads Targeting - You want to target with PLACEMENTS, you won't get that much traffic, but it's EXTREMELY targeted!
(See types targeting strategies available below)

Justin Sardi's simple youtube ads formula (in stream)

1) are you interested in ____
2) if so, you are in the right place... If not, skip! (Meh)
3) Still here? Cool because you need to check out ___
4) Click the link to check it out
5) Here's why you need to check ____ out!
6) Static CTA with some "what are you waiting for?"

The 2nd type of Ad that you can run on YouTube is called the Video Discovery Ad, these are the ones that show up at the top of the search engine or on the top of the "related videos" section when you are on YouTube.

Ad Type #2) Video Discovery Ad (search)

Video on TOP of YouTube Search (the one that RANKS at top of searches)

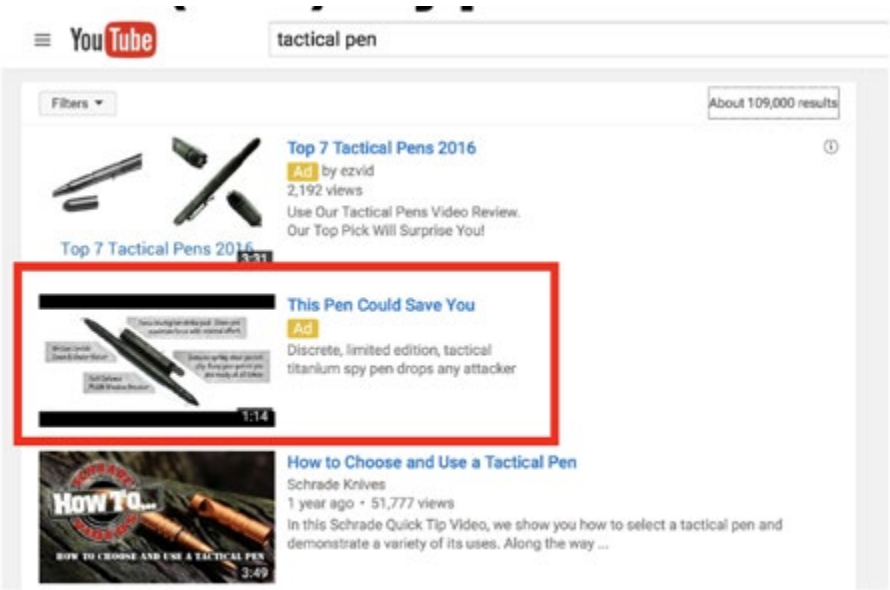
Remember YouTube is the 2nd largest search engine!

Video Discovery Ad, kinda like thumb nail ads on the side where the related videos are at.

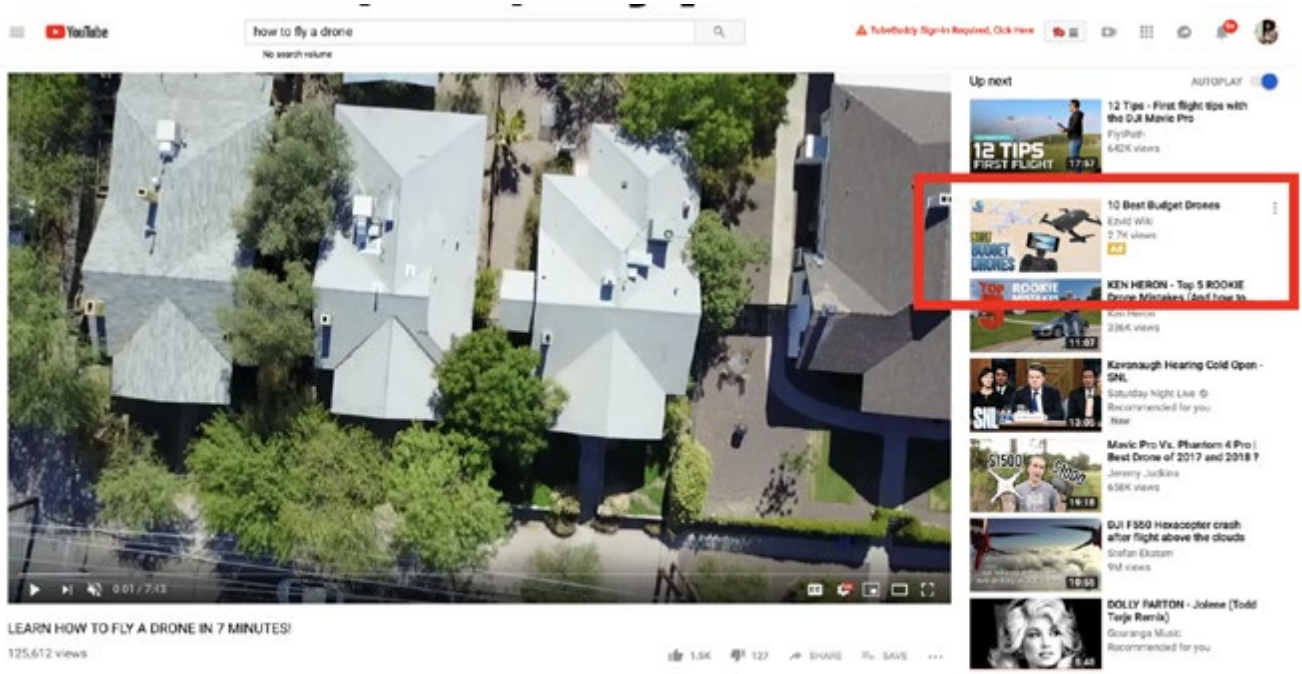
Both ads are shown to viewers with INTENT!

VIDEO DISCOVERY ADS will get you HIGHER QUALITY VIEWS, and you should make them look like content, not so much like an Ad, they work extremely well that way!

Most people are either doing product research, learning how to do something, or searching for entertainment.



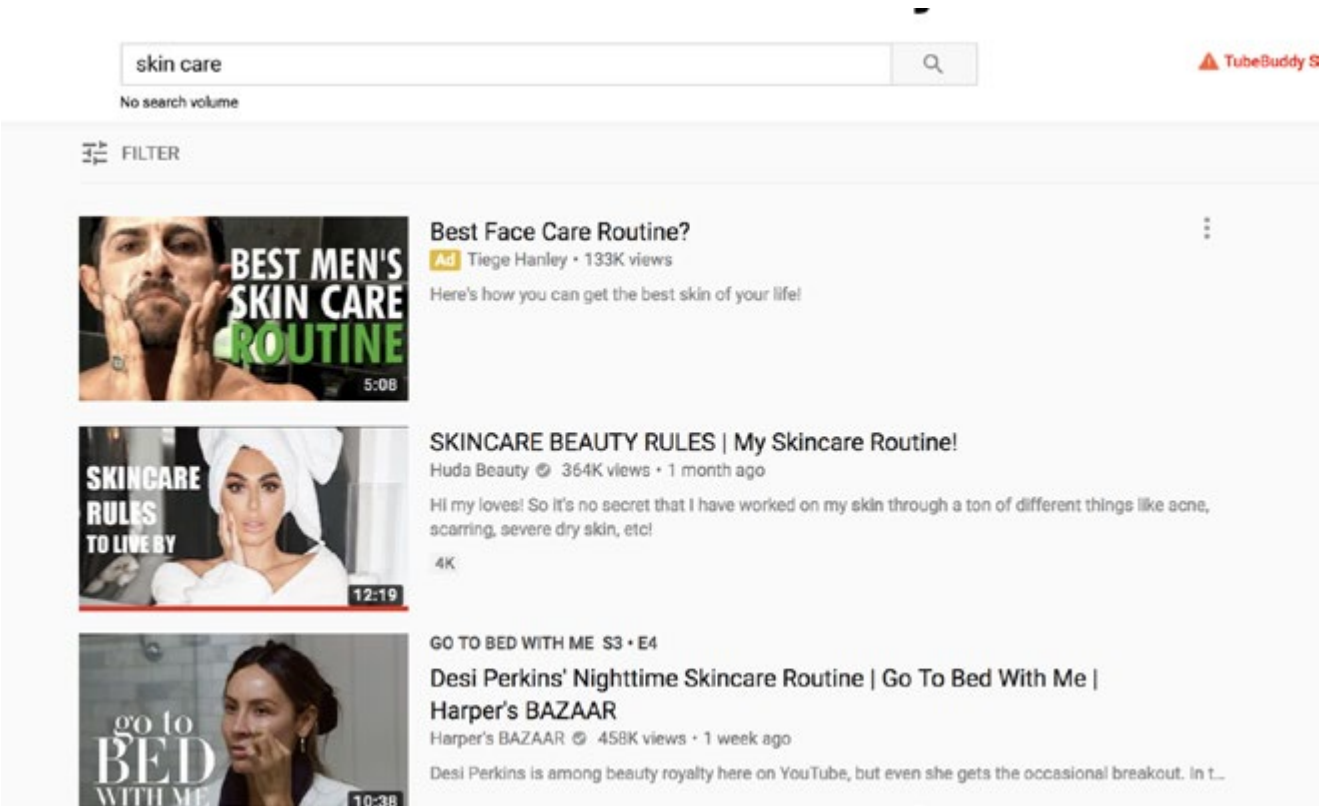
Video Discovery Ad (Search)



Video Discovery Ad (YT Videos)

Example of video discovery: he typed in skin care in the youtube search and he said the TOP video was “Best Face Care Routine?”

And all it was was a guy trying all these different skin cares. (Basically product demos)



REMINDER: With video discovery ads, you don't pay unless people actually click and watch the video! If they don't click then it's FREE!

Be sure to create a custom thumb nail for those that will help you generate some clicks and traffic!

For eCom you can use unboxing videos, or video demos of teople testing or trying out your product!

Final Tips On Video Discovery Ads:

- No real formula on how the video should be *(unless you have a VSL)*
- Content is KING here. *(Build views and retarget if you want!)*
- People are ELECTING to CLICK then WATCH! *(don't blow it)*
- Show the product in action *(unbox it or demo)*
- Treat Video Discovery Ads just like regular videos in your YouTube!

*Use "Keywords" targeting with these ones or retargeting.

Ways to target and run ads:

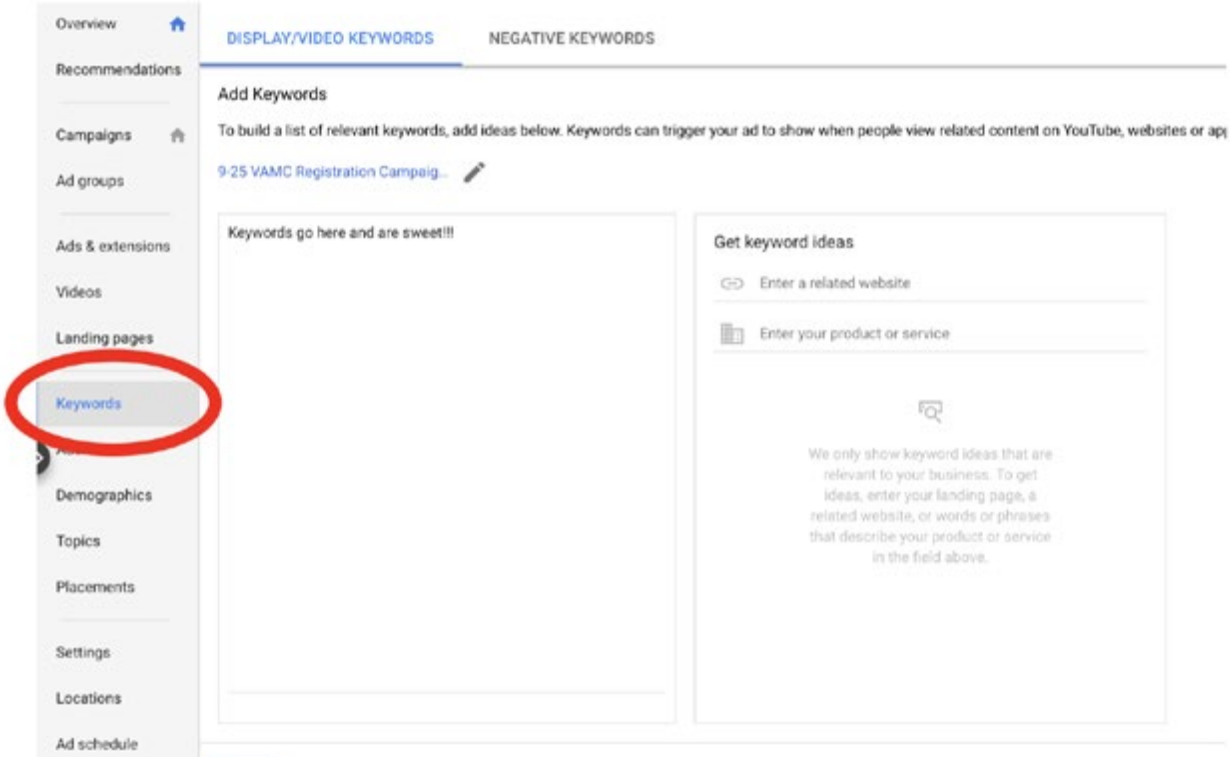
Here are the 6 types of targeting that we will be covering:

1) Keywords
2) Audiences
3) Demographics
4) Topics
5) Demographics
6) Placements

NOTE: This is "and" targeting so layering targeting options restricts campaign. Kind of like Facebook "Flex" targeting.

1) Targeting by Keywords:

Let you tap into the fact that youtube is the #2 search engine on the web...



(One of his "GO-TO'S")

2) Targeting by Audiences:

Detailed demographics, affinity, custom affinity, in market life events and custom intent, remarking & similar audiences. (just like LAA or email)

YouTube has a pixel just like FB does

Audiences - how they interacted with your business

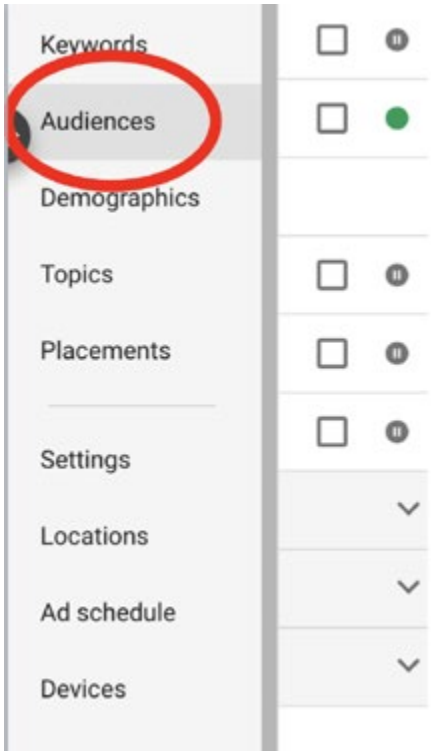
Similar audiences - look-a-like

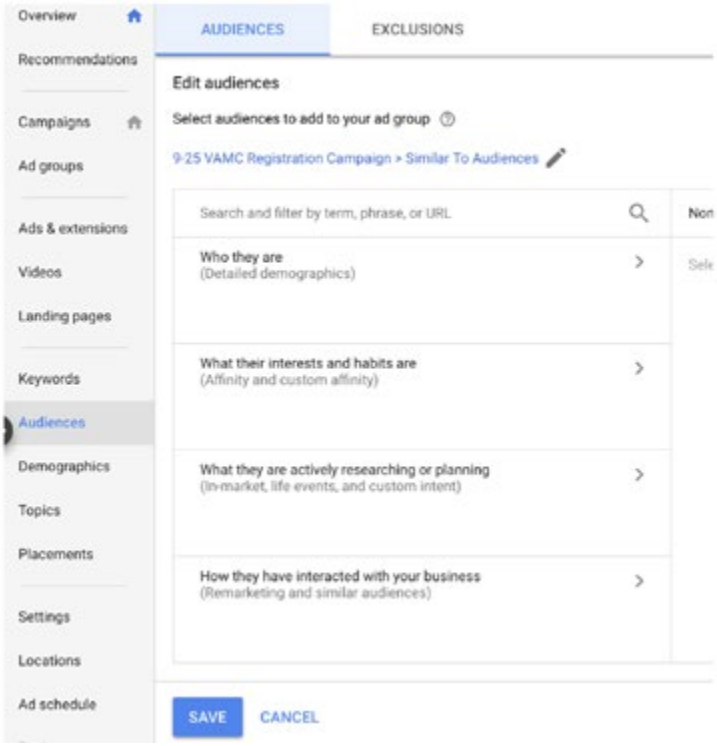
Combined lists - email lists

Website visitors - clickers

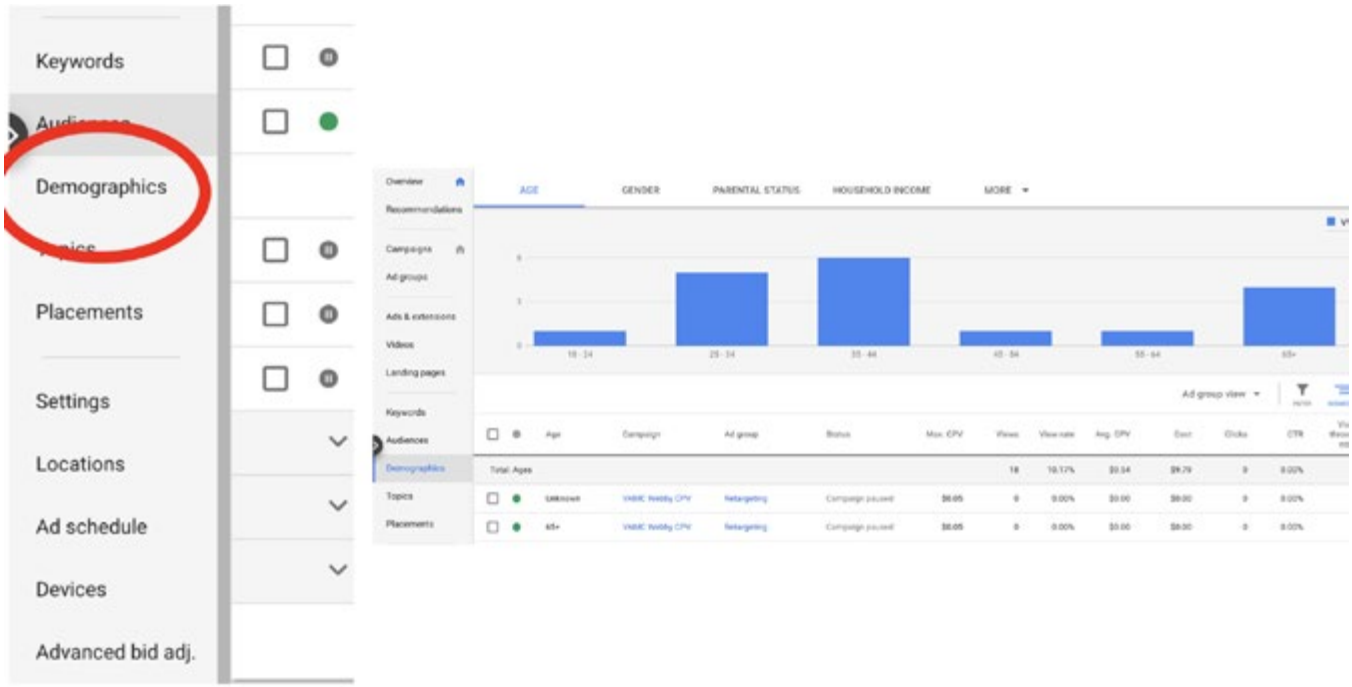
Youtube users - actions they taken on youtube

Customers - email buyers or pixels fires



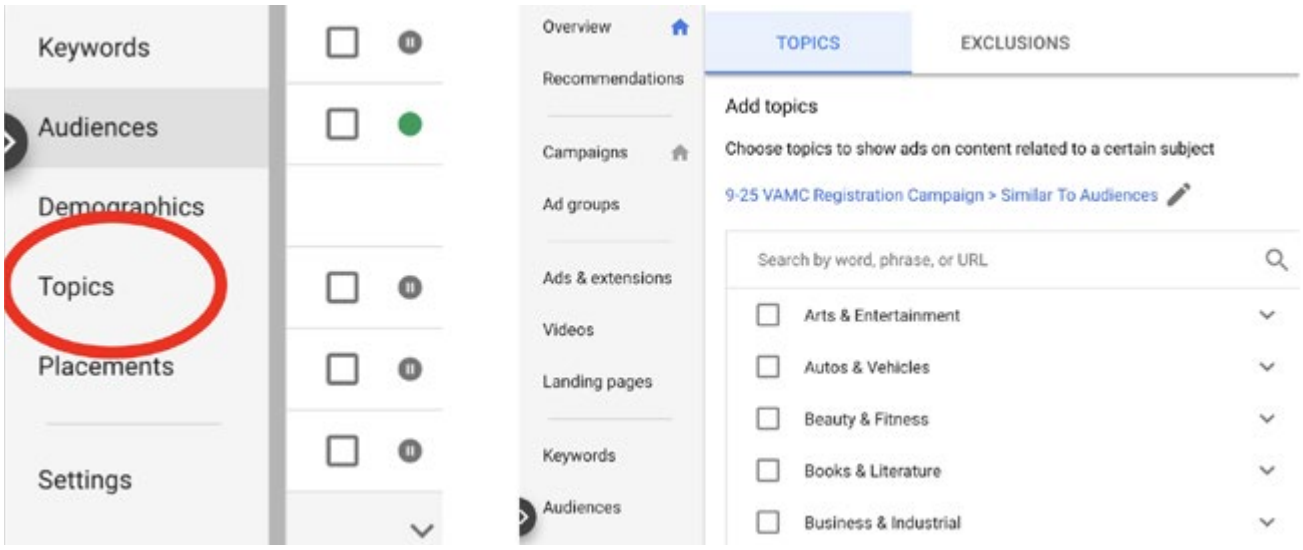


3) Targeting by Demographics Set explanatory, age, gender, etc



4) Targeting by Topic Targeting

Justin Sardi hates topic targeting, he said they suck (kinda like interests? Or behaviors) better way is to select individual videos or finding WHOLE youtube channels to run ads too. It just allows you to put your ad infront of people that like a certain topic, But remember people tag their videos wrong and topics are always off. That's why he says it sucks



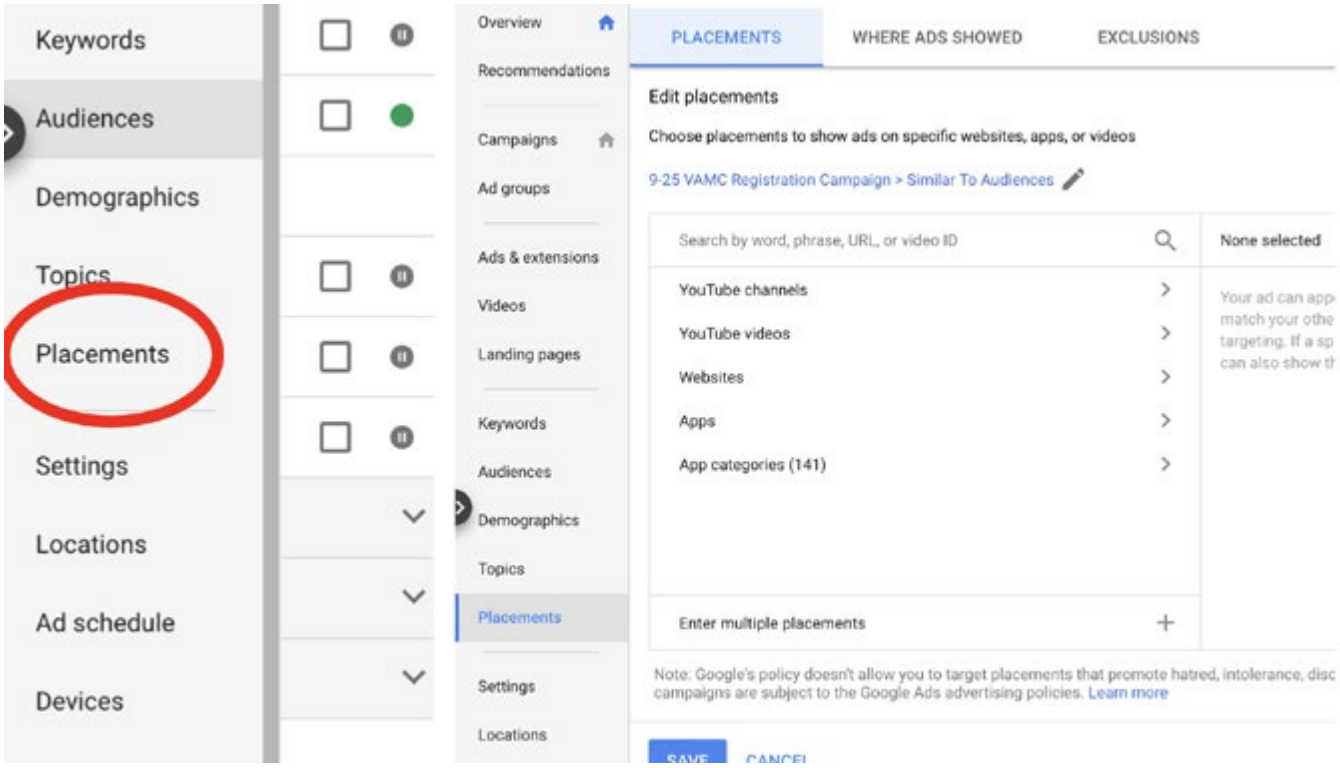
5) Targeting by Placements

Target youtube channel, videos, websites, apps, etc! Justin says to start with placements if you have no email list and things like that (best to start off with)

Let's you put your ad in front of other people's relevant videos!
(if their video is monetized!)

Example: Put your video ad that goes to a Mother Day's gift that you are selling in your store right in front of videos with the title: *"mother day gift ideas"*

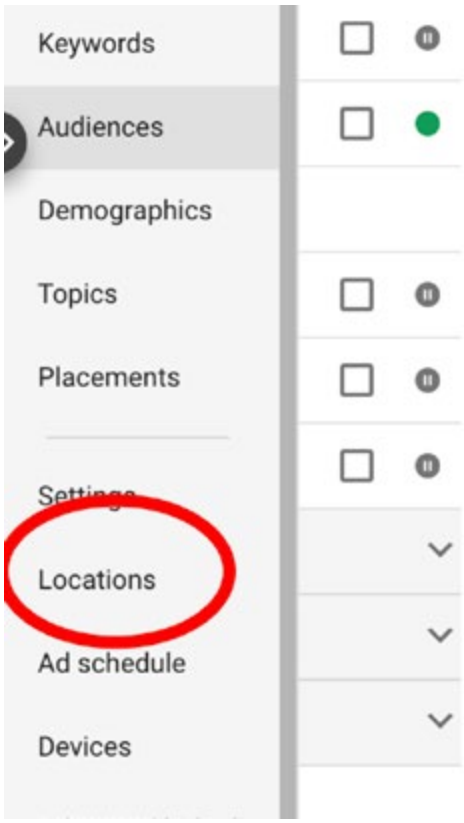
Sneaky but very great way to highjack your competition's traffic



6) Targeting by Locations

Countries, zip code, states, etc

Self explanatory - this is great for local targeting and things like that, very basic just like Facebook ads!



Country!

Q&A

QUESTION - is it a good idea to just try to get views with video discovery ads then retarget w/ in stream ads?

ANSWERS - Yes, that's a very good strategy, just remember to use your in stream ads on a different youtube account if you are building your current channel.

Set up youtube channel viewers to start building views up on MAIN CHANNEL THEN run video discovery ads to build the channel and build views Video should be filled w awesome content but with CTA as well...

Then you can not only grow your channel but use the VIEWS to remarked with "in stream ads" on a totally different channel so that the MAIN channel doesn't screw up from the in stream ad

QUESTION - How many emails do you need for similar audiences?

ANSWERS - 1000 Minimum, similar audiences built from a pixel will be made faster than similar audiences built from email.

QUESTION - For Video Discovery Ads How do you put videos on your main channel for content? And just in-stream videos for ads put in different channel?

ANSWERS - You can have multiple youtube channels in a merchant account, but you can targeting any channel with any video from any channel.

QUESTIONS: Should I turn on or off monetization on my channel if I don't want competition to advertise on my channel?

ANSWERS: I don't turn it on because I don't want my competitors to be on there.

QUESTIONS: How long should the video on in stream should be?

ANSWERS: more than 30 second, less than 10 minute.

TIPS & SUMMARY FROM PETER JR

I've personally split tested FB ads against YouTube ads and I did find that YouTube ads are MUCH cheaper and in much higher quality.

Similar to Google Shopping Network, people on YouTube are On there with an intention for a specific subject, although they might not be as HOT as Google Shopping Network, they are def much more niche specific and they are in a content consumption mood.

As long as your videos or content is very compelling and you are ;ooking to build some sort of retention with your viewers and not just trying to close a quick sale YouTube should def be the next wave for your business.

I'll def be pushing YouTube ads much more in my business especially moving onward towards 2019! The branding and long term customer retention on YouTube is AMAZING! People now are watching YouTube much more they are watching regular Television. It's popularity is only growing more and more.

I highly recommend you guys take these notes seriously, and take action on YouTube especially if you are looking to build a long term brand, don't forget that dropping content on a YouTube channel is also a very power tool as well as the paid advertising side of YouTube.

SPEAKER #11 - Dimitris Skiadas

I've known Dimitris for a few years now, and he's honestly one of the best person I know. He's extremely genuine and what of the more honest marketers in the industry. He speaks at literally every single event, he's well respected by some of the industry's TOP 8-9 figure business owners.

Dimitris has helped eCom store owners with their analytics and conversions for several years now. He's created digital courses that's helped thousands and have spoken on stages that's helped thousands of marketers around the world.

He's also host amazing high ticket mastermind events in Greece where some of the top world class marketers in the world gather together and network and trade strategies. I have yet to attend that mastermind because it's to far from Los Angeles, but I sure will likely attend as soon possible!

Everything I see Dimitris speak, it's like I get blown away with totally brand new and updated content especially regarding Google Analytics and conversions on stores and websites. In this particular training, he not only goes over the most advance strategies that'll help you grow and scale your business. But he goes in-depth into some inspirational and practical habits that you can apply to your day to day grind.

These habits and life trainings will not only help you increase your income and overall productivity in your business but it'll also help you live a much more full-filled and happier life too.

Let's begin!

Dimitris shares with us the **exact formula you can use today to scale any e-com business into 7 figures** using a 100% FREE tool.

Brief Intro on Dimitris:

- Proud father, husband, geek & greek
- Love beard & greek accent
- Consult 6, 7, & 8 figure ecom businesses.
- Hosts high ticket masterminds at Greece

He tells us his story of how horrible the economy in Greece was and how he was struggling a lot before he met Don Wilson.

He took a HUGE leap of faith and attended Don's mastermind event once and the attendees were amazed with his talent when it came to reviewing Google Analytics for Shopify stores.

Since then he's launch a course, hosts high ticket masterminds, travels the world to teach and consult 7-8 figure marketers on a regular basis.

There are only 3 ways to grow a business.

1) increase the number of clients
2) increase the AOV
3) Increase the frequency of purchase

What is the FREE tool that is going to help with ALL 3?

GOOGLE ANALYTICS

Facts About Google Analytics:

1) 90% of all ecom businesses have GA installed
2) Only 30% of them actually look at their data
3) Less than 5% know what to do with the numbers they see

Google Analytics is like having sex in high school

1) everyone is talking about it
2) very few people are doing it
3) even fewer know how to do it right

WHY GOOGLE ANALYTICS?

Because you can get answers to ALMOST ANY QUESTION about your ecom business.

Google Analytics will literally answer: What, who, why, how, when, & where.

7 Most Important Step

1) Speed It Up
2) Mobile is KING
3) Location
4) Conversion Rate
5) Average Order Value (AOV)
6) Segment Your Audience
7) Mindset

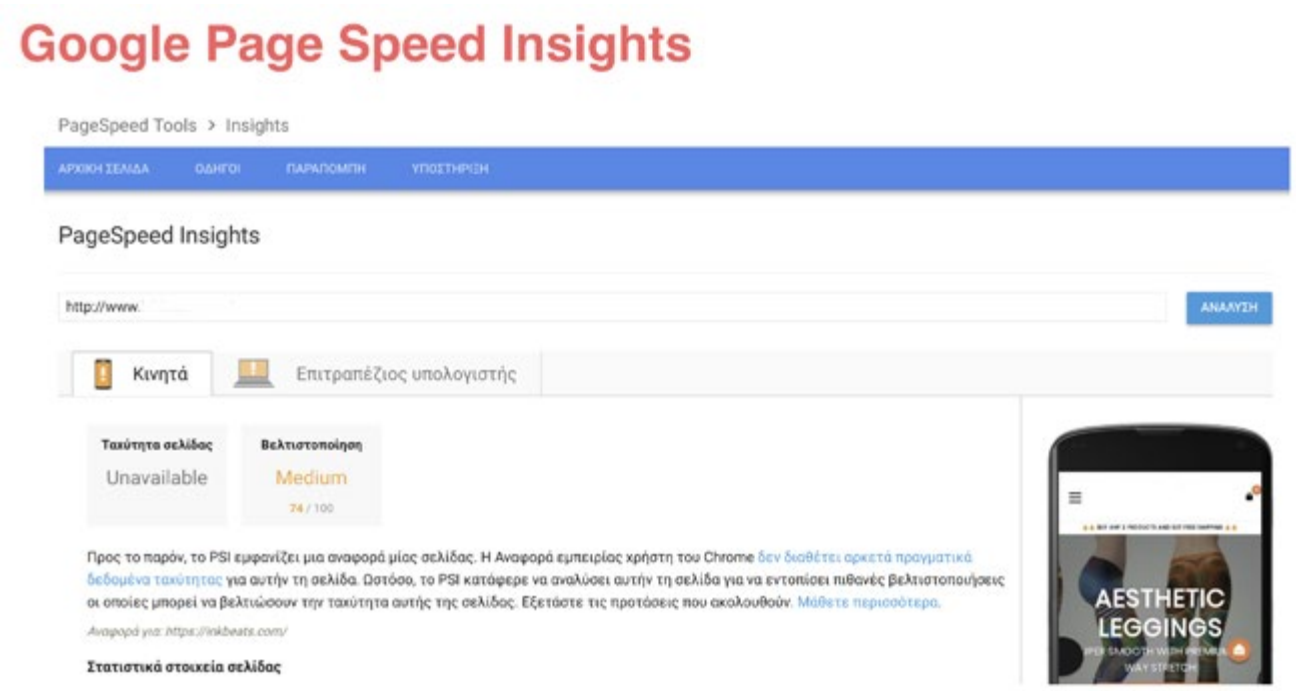
Step 1 - SPEED IT UP!

- 47% of consumers expect a website to load in2 seconds or less
- 25% of users landed in your website, will abandon the page if it takes more than 4 seconds to load

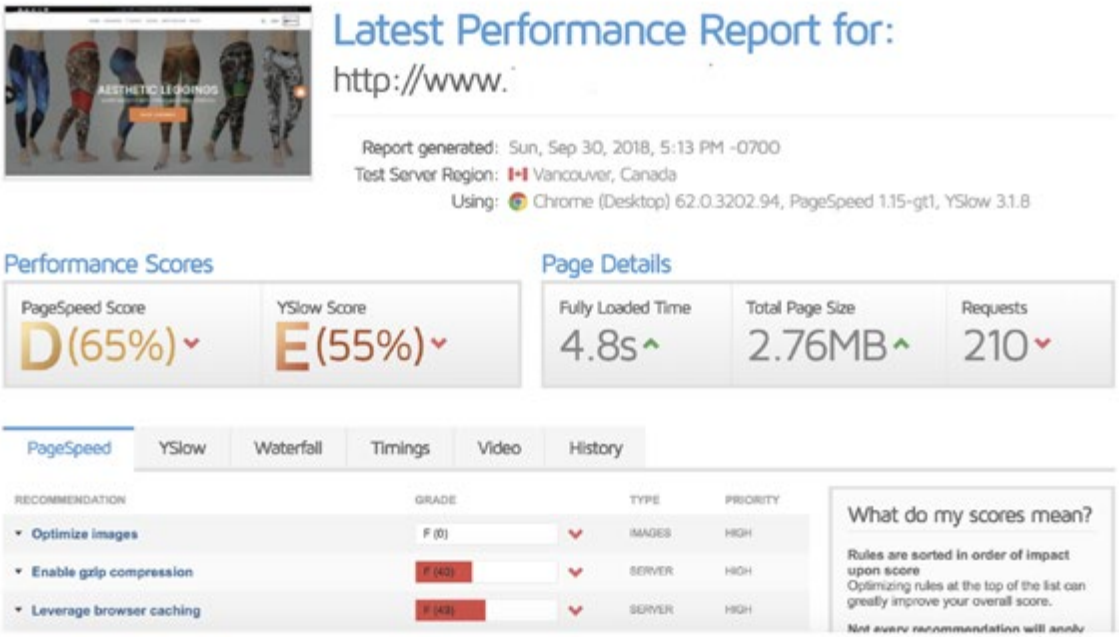
Tools to improve speed:

- Tools.pingdom.com
- Gtmetrix.com
- Developers.google.com/speed/pagespeed/insights

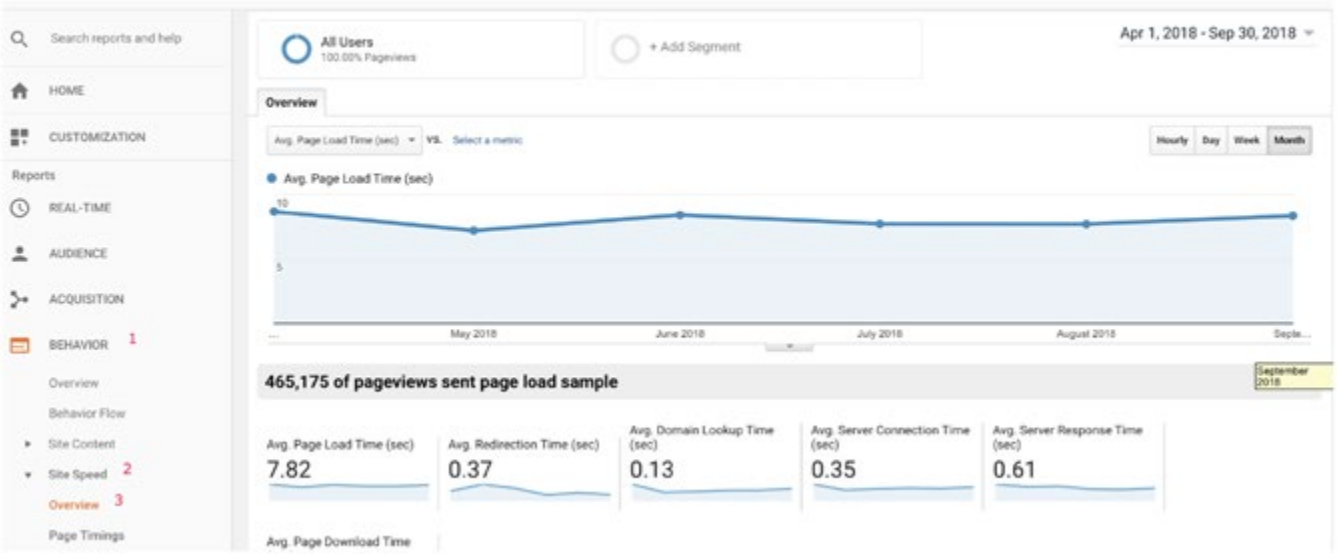
Images below show some stats from the follow tools above on how you can check out your website speed!



GTmetrix



Goooooogle Analytics



ACTIONS TO TAKE:

Get a report on GT Matrix and give it to programmer and let him do his magic! You double your conversion rates just by changing the speed

Step 2 - MOBILE IS KING

Most of us are running mobile traffic

GA path = Audience -> mobile -> overview

But desktop converts better

Device Category	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	221,453 % of Total: 100.00% (221,453)	87.69% Avg for View: 87.66% (0.04%)	194,193 % of Total: 100.04% (194,115)	85.50% Avg for View: 85.50% (0.00%)	1.45 Avg for View: 1.45 (0.00%)	00:00:33 Avg for View: 00:00:33 (0.00%)	6,272 % of Total: 100.00% (6,272)	$136,624.87 % of Total: 100.00% ($136,624.87)	2.83% Avg for View: 2.83% (0.00%)
1. mobile	203,976 (92.11%)	87.92%	179,334 (92.35%)	85.91%	1.43	00:00:31	5,679 (90.55%)	$122,982.82 (90.01%)	2.78%
2. desktop	12,982 (5.86%)	83.68%	10,863 (5.59%)	79.50%	1.81	00:01:00	458 (7.30%)	$10,240.50 (7.50%)	3.53%
3. tablet	4,495 (2.03%)	88.90%	3,996 (2.06%)	84.20%	1.54	00:00:35	135 (2.15%)	$3,401.55 (2.49%)	3.00%

Tells us you can even check to see which mobile devise is converting the best right now.

GA path = Audience -> Mobile -> Device

There you should see:

Mobile Device Info	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	208,471 % of Total: 94.14% (221,453)	87.94% Avg for View: 87.66% (0.33%)	183,330 % of Total: 94.44% (194,115)	85.87% Avg for View: 85.50% (0.44%)	1.43 Avg for View: 1.45 (-1.54%)	00:00:31 Avg for View: 00:00:33 (-5.31%)	5,814 % of Total: 92.70% (6,272)	$126,384.37 % of Total: 92.50% ($136,624.87)	2.79% Avg for View: 2.83% (-1.53%)
1. Apple iPhone	45,766 (21.95%)	84.37%	38,611 (21.06%)	84.77%	1.44	00:00:33	1,402 (24.11%)	$30,921.59 (24.47%)	3.06%
2. Apple iPhone 6	24,568 (11.78%)	91.34%	22,441 (12.24%)	86.91%	1.39	00:00:27	756 (13.00%)	$16,184.44 (12.81%)	3.08%
3. Apple iPhone 6s	25,552 (12.26%)	90.94%	23,236 (12.67%)	87.13%	1.37	00:00:23	746 (12.83%)	$15,817.57 (12.52%)	2.92%
4. Apple iPhone 6s Plus	14,291 (6.86%)	91.66%	13,099 (7.15%)	86.36%	1.40	00:00:26	420 (7.22%)	$8,943.13 (7.08%)	2.94%
5. Apple iPhone 6 Plus	8,879 (4.26%)	91.83%	8,154 (4.45%)	86.19%	1.40	00:00:29	287 (4.94%)	$6,209.21 (4.91%)	3.23%
6. Apple iPhone 5s	7,603 (3.65%)	90.50%	6,881 (3.75%)	86.64%	1.38	00:00:28	181 (3.11%)	$3,999.49 (3.16%)	2.38%
7. Samsung SM-G935F Galaxy S7 Edge	5,481 (2.63%)	85.37%	4,679 (2.55%)	86.85%	1.42	00:00:26	112 (1.93%)	$2,481.84 (1.96%)	2.04%
8. Samsung SM-G930F Galaxy S7	2,880 (1.38%)	87.29%	2,514 (1.37%)	85.03%	1.52	00:00:29	75 (1.29%)	$1,731.66 (1.37%)	2.60%
9. (not set)	3,195 (1.53%)	86.20%	2,754 (1.50%)	84.73%	1.54	00:00:45	76 (1.31%)	$1,693.14 (1.34%)	2.38%
10. Samsung SM-G935T Galaxy S7 Edge	2,036 (0.98%)	86.79%	1,767 (0.96%)	84.68%	1.56	00:00:40	79 (1.36%)	$1,681.98 (1.33%)	3.88%
11. Samsung SM-G920F Galaxy S6	3,282 (1.57%)	87.32%	2,866 (1.56%)	88.70%	1.34	00:00:22	50 (0.86%)	$1,120.26 (0.89%)	1.52%

iPhone is converting best now Android is convenient 2nd best

Step 3 - Location

USA or World Wide?

GA Path = Audience -> geo -> Location

There you can see countries, states, or even cities!

Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	221,453 % of Total: 100.00% (221,453)	87.69% Avg for View: 87.66% (0.04%)	194,193 % of Total: 100.04% (194,115)	85.50% Avg for View: 85.50% (0.00%)	1.45 Avg for View: 1.45 (0.00%)	00:00:33 Avg for View: 00:00:33 (0.00%)	6,272 % of Total: 100.00% (6,272)	$136,624.87 % of Total: 100.00% ($136,624.87)	2.83% Avg for View: 2.83% (0.00%)
1. United States	112,838 (50.95%)	88.16%	99,477 (51.23%)	85.46%	1.47	00:00:35	3,790 (60.43%)	$80,791.49 (59.13%)	3.36%
2. United Kingdom	48,366 (21.84%)	87.66%	42,399 (21.83%)	88.24%	1.32	00:00:23	826 (13.17%)	$17,918.30 (13.11%)	1.71%
3. France	36,438 (16.45%)	88.03%	32,075 (16.52%)	88.19%	1.33	00:00:24	600 (9.57%)	$12,626.71 (9.24%)	1.65%
4. Australia	9,171 (4.14%)	85.53%	7,844 (4.04%)	73.97%	1.93	00:00:56	557 (8.88%)	$13,153.28 (9.63%)	6.07%
5. Canada	7,456 (3.37%)	84.62%	6,309 (3.25%)	75.48%	1.87	00:00:55	329 (5.25%)	$8,077.34 (5.91%)	4.41%
6. New Zealand	2,118 (0.96%)	84.56%	1,791 (0.92%)	68.74%	2.13	00:01:00	85 (1.36%)	$1,906.00 (1.40%)	4.01%
7. Germany	487 (0.22%)	90.14%	439 (0.23%)	84.80%	1.46	00:00:37	16 (0.26%)	$422.55 (0.31%)	3.29%
8. Ireland	306 (0.14%)	83.33%	255 (0.13%)	85.29%	1.37	00:00:38	2 (0.03%)	$48.75 (0.04%)	0.65%
9. India	266 (0.12%)	93.61%	249 (0.13%)	83.83%	1.35	00:00:33	4 (0.06%)	$94.91 (0.07%)	1.50%
10. Spain	245 (0.11%)	84.90%	208 (0.11%)	84.49%	1.56	00:00:32	6 (0.10%)	$116.78 (0.09%)	2.45%

Countries

Region	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	112,838 % of Total: 50.95% (221,453)	88.16% Avg for View: 87.66% (0.57%)	99,477 % of Total: 51.25% (194,115)	85.46% Avg for View: 85.50% (-0.04%)	1.47 Avg for View: 1.45 (1.16%)	00:00:35 Avg for View: 00:00:33 (6.28%)	3,790 % of Total: 60.43% (6,272)	$80,791.49 % of Total: 59.13% ($136,624.87)	3.36% Avg for View: 2.83% (18.59%)
1. California	17,099 (15.15%)	88.16%	15,074 (15.15%)	84.67%	1.52	00:00:38	606 (15.99%)	$13,448.64 (16.65%)	3.54%
2. Texas	13,701 (12.14%)	87.57%	11,998 (12.06%)	86.07%	1.44	00:00:36	452 (11.93%)	$9,475.95 (11.73%)	3.30%
3. New York	11,177 (9.91%)	87.16%	9,742 (9.79%)	84.72%	1.46	00:00:36	336 (8.87%)	$7,207.09 (8.92%)	3.01%
4. Florida	7,709 (6.83%)	87.92%	6,778 (6.81%)	84.73%	1.50	00:00:37	260 (6.86%)	$5,553.97 (6.87%)	3.37%
5. Illinois	7,129 (6.32%)	89.47%	6,378 (6.41%)	85.59%	1.47	00:00:31	257 (6.78%)	$5,394.03 (6.68%)	3.60%
6. Georgia	5,023 (4.45%)	89.13%	4,477 (4.50%)	85.47%	1.48	00:00:38	186 (4.91%)	$3,963.99 (4.91%)	3.70%
7. Michigan	3,359 (2.98%)	87.05%	2,924 (2.94%)	86.54%	1.44	00:00:33	81 (2.14%)	$1,621.98 (2.01%)	2.41%
8. New Jersey	3,237 (2.87%)	87.55%	2,834 (2.85%)	85.23%	1.47	00:00:33	102 (2.69%)	$2,352.13 (2.91%)	3.15%
9. Pennsylvania	3,184 (2.82%)	87.88%	2,798 (2.81%)	85.99%	1.46	00:00:32	99 (2.61%)	$2,096.21 (2.59%)	3.11%
10. Massachusetts	2,958 (2.62%)	86.68%	2,564 (2.58%)	85.29%	1.49	00:00:37	109 (2.88%)	$2,195.15 (2.72%)	3.68%

States

City	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	17,099 % of Total: 7.72% (221,453)	88.16% Avg for View: 87.66% (0.57%)	15,074 % of Total: 7.77% (194,115)	84.67% Avg for View: 85.50% (-0.97%)	1.52 Avg for View: 1.45 (4.30%)	00:00:38 Avg for View: 00:00:33 (15.81%)	606 % of Total: 9.66% (6,272)	$13,448.64 % of Total: 9.84% ($136,624.87)	3.54% Avg for View: 2.83% (25.13%)
1. Los Angeles	4,379 (25.61%)	88.79%	3,888 (25.79%)	84.06%	1.53	00:00:41	172 (28.38%)	$3,578.15 (26.61%)	3.93%
2. San Francisco	1,999 (11.69%)	87.74%	1,754 (11.64%)	84.94%	1.46	00:00:36	67 (11.06%)	$1,474.07 (10.96%)	3.35%
3. San Diego	851 (4.98%)	87.66%	746 (4.95%)	84.72%	1.54	00:00:34	39 (6.44%)	$876.19 (6.52%)	4.58%
4. San Jose	493 (2.88%)	89.86%	443 (2.94%)	86.00%	1.44	00:00:21	19 (3.14%)	$493.70 (3.67%)	3.85%
5. Sacramento	442 (2.58%)	89.14%	394 (2.61%)	86.65%	1.45	00:00:33	16 (2.64%)	$381.00 (2.83%)	3.62%
6. Fresno	332 (1.94%)	86.14%	286 (1.90%)	86.45%	1.45	00:00:36	10 (1.65%)	$215.26 (1.60%)	3.01%
7. Santa Ana	297 (1.74%)	90.91%	270 (1.79%)	79.46%	1.58	00:00:39	16 (2.64%)	$333.02 (2.48%)	5.39%
8. Riverside	220 (1.29%)	94.55%	208 (1.38%)	86.82%	1.40	00:00:30	5 (0.83%)	$89.50 (0.67%)	2.27%
9. Bakersfield	179 (1.05%)	82.68%	148 (0.98%)	86.03%	1.52	00:00:30	5 (0.83%)	$128.35 (0.95%)	2.79%
10. Oakland	172 (1.01%)	88.95%	153 (1.01%)	80.81%	1.61	00:00:33	8 (1.32%)	$171.69 (1.28%)	4.65%

Cities

He shows that this one situation, where Australia wasn't getting that much traffic but it was getting so good conversions so maybe run traffic specifically to Australia

He also shows that he was running traffic to France but the conversion rate was so bad

So why not exclude it next time on your ads!?

Step 4 - Conversion Rate

Let's say you have **average order value of $50 (AOV)**

And you get 10 orders per day

10 orders per day x $50 = **$500/day**

That's 300 orders per month x $50 = **$15,000/Month**

300 orders/30,000 sessions x 100 = **1%**

Basically at a 1% conversion rate we are making $15k/mo

BUT...What if...

We increase the amount of people we turn into buyers by 100%?

600 orders/30,000 sessions x 100 = 2%

20 orders per day x $50 = **$1000/day**

600 orders per month x $50 = **$30,000/month**

Doubling the conversion rate will double your revenue and profits despite getting the SAME amount of visitors to your store/website.

You're literally NOT spending any more amount of money On advertising BUT you making more money by simply applying these 3 tactics that we are going to be discussing with you right now:

3 WAYS TO IMPROVE YOUR CONVERSION RATE!

1) Better advertising/targeting/congruent landing page

Changing up your copy or hiring a copy writer To make sure your landing page, ads, emails, etc Are better could go a long way!

Remember we are just looking to increase our conversion rates by a small amount and that could double your profits despite spending the same amount on traffic!

2) Free Shipping

Using free shipping as a nugget to either increase Average order value by using apps like "better shipping app"

Or simply just offering a free shipping to your customers could actually persuade your customers to spending money on your store!

Yeah this may slightly hurt the margins, but it'll increase the conversions and that should out weight the loss on the margins!

3) Testimonial/reviews

Let's face it, customers love to see that other customers have already bought, received, and love your product!

Using testimonials and reviews on your site will help customers feel safe and at home with their purchase so it's highly recommended that you use apps like "LOOX apps" or that you ask your customers to review your products.

Step 5 - AOV (AKA how much money they are spending!)

Example:
Let's say that e.g. the average order is $50

And we get 10 orders per day = $500/day

$500/day = $15k/month @ 300 orders per month.

BUT...WHAT IF....

The average order is increased to $100

10 orders per day x $100 = $1k/day

$1k per day = **$30k/month** @ 300 orders per month

That's literally DOUBLING the revenue/profits with out increasing ad spent by simply increasing the average order value.

3 Ways to Increase AOV:

1) Offer incentives - coupons
2) Free Shipping Again
3) Bundles & Upsells

Lets Dive Deeperinto these 3:

1) Offer incentives

- Use coupons with "$10 off when you spend $75 or more" *(people will spend more to save more)*
- Basically you're offering some more extra or more if they purchase more...

"The more they spend... The more they save"

2) Free Shipping

- Again FREE Shipping when they spend $75+ on your store. ("You are $x.xx away from free shipping")
- This can be done with things like the "better shipping app" on Shopify

Any time you offer something "FREE" even though it means that they are spending more.. They gives them a perceived value factor that'll encourage them to spend more money on your website or store!

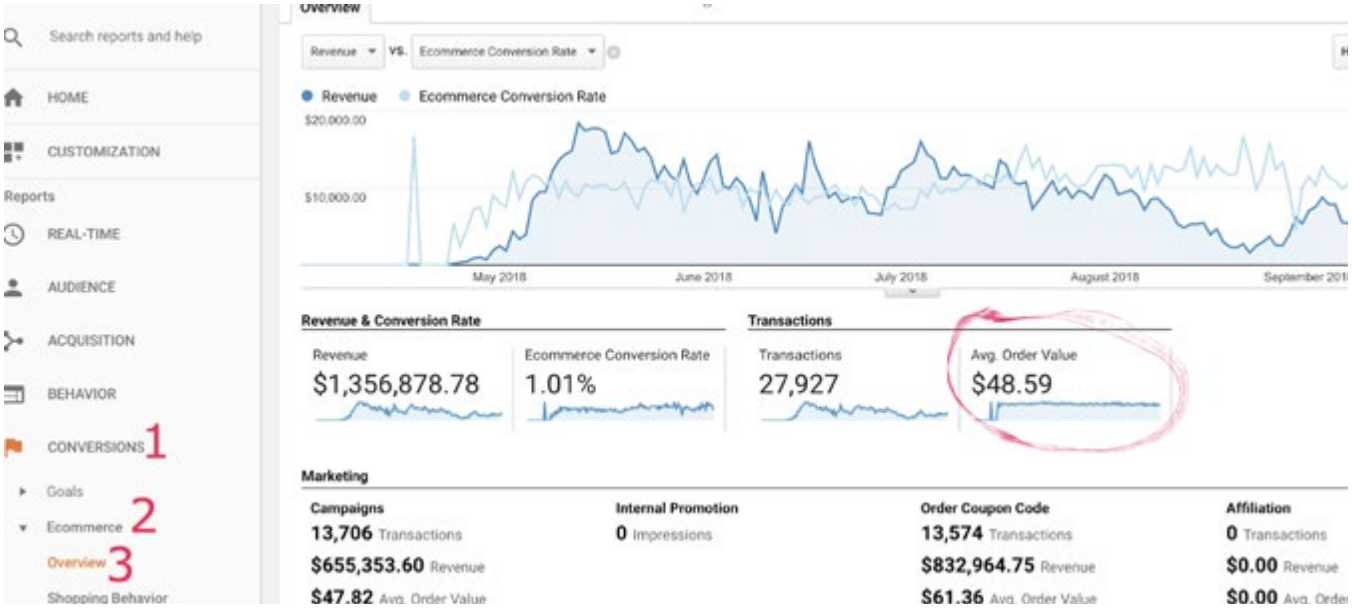
3) Bundles/Upsells

- Simply asking "would you like" fries with that have made fast food restaurants billions of extra dollars in revenue.
- Creating a "bundle" and making it slightly cheaper than if they buy things individually will encourage your customers to pay for more products if they feel that they are getting
- each of them at a slight discount.

Think about the last time you bought popcorn at the movie theater, didn't they ask you if you would like to UPGRADE to a large for just $0.50 more or something like that. This has made movie theaters across the world a lot of extra money due to increasing their AOV!

How do we get there inside our google analytics:

GA Path conversions - > commerce -> overview



Step 6 - Segment Your Audiences

Focus on your returning visitors/buyers

GA PATH => Audience - Behavior - new vs returning

50% of your sales should be coming from returning visitors Because they know who the F you are!

He shows an example of how majority of a clients targeting was for parents, but he accidentally found out that majority of the buyers were GRANDPARENTS. Not the kids, not the parents.

So thanks to google analytics, the client was able to target the correct demographics

You can adjust the behaviors to see the data of ONLY the people that came from FB, or people that came to your website but only stayed from 60 seconds etc.

Step 7 - MINDSET

Mind can ONLY be TWO things...

Your biggest enemy or biggest ASSET!

For 32 years my mind was my biggest enemy Talks about of how his mindset was so bad, he said that every morning he work up...

He HATED his work life. He hated his bosses and had to help them with random things. Talked about how he had no money and travelled to the event and met Don Wilson and a bunch of the other marketers.

They all loved him at the event because of how smart he was, Dimitris quit his job and began consulting full time as he travels across the world, mentoring and teaching 7-8 figure entrepreneurs full time!

6 habits you can add to your daily life!

1) Read more books
2) morning rituals
3) take care of yourself - food & exercise
4) network = net worth
5) educate yourself
6) Believe - Plan - Achieve

TIPS & SUMMARY FROM PETER JR

I LOVED Dimitris's training, and I 100% agree with all that he has to say. Analytics and knowing your own store from the inside and out is becoming increasingly important as eCom continues to get more and more competitive.

It's getting really rough now days and the old just drop ship random crappy products from Ali Express days are coming to an end.

Knowing our conversions, metrics, increasing AOV, and all the other tactics are defiantly something that I'm going to be implementing into my business today.

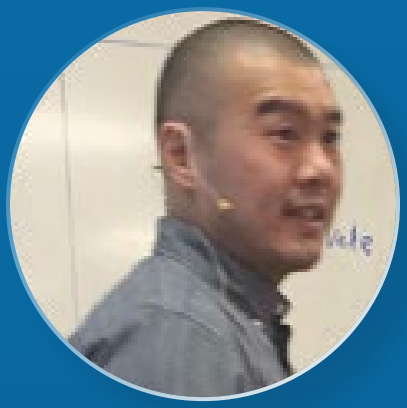
I do also recommend that you use Google Analytics to see SEO traffic and where the FREE organic traffic is coming from. I've had friends that used Google Analytics and found out that they were getting a lot of sales from their store simply just from organic search on Google.

I highly recommend you guys reach out the Dimitris, if you need help either setting up your Google Analytics or if you need help with studying the metrics of your eCom businesses.

Google Analytics was probably created by developers so I know it's a bit hard to understand what it's showing.

That's why it's important to contact him and let him know that you need help increasing the conversions of his store!

THANK YOU



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