**Master Digital Marketing Notes**

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**Adsronin101!**

**CLASS FOUR**

**Mastering Google Adwords (Youtube and PPC)**

**NOTE:** google Display network is trash, he has never made money using it.

* Google Adwords operates the same as most ad networks, they leverage auction systems.
* Google ranks google ads with a system called AD rank

**AD Rank=** who ever is gonna bid the most times the quality score, Max cpc (cost per click) Bid times quality score

* The ad rank determines your ad position amongst competitors
* The higher your ad rank the better, it'll help you get in front of more people
* Highest Ad rank for example is the top google search result, which is the 1st second and third position.
* People who have the highest AD rank get to use ad extension features.
* They get a lot of benefits.
  + Same with youtube, the highest ad rank gets in front of the target audience first and lower ad ranks will have ads shown in order of highest ad rank to lowest ad rank.
  + What is in our control to impact your results is the quality score, you can be at the top of the ad rank by maxing out quality score.

**Our goal by optimizing CPC and quality score is to impact our ad rank to be as high as it can be.**

**AD rank = Max cpc ( cost per click) BID \* quality score**

* People don't go on google to spend hours on it like they do for social media and for youtube.
  + The higher ad rank, the higher your volume and lower your cost per result. The lower your ad rank, the opposite is true and you won't have much data.

**QUALITY SCORE**

It depends on your:

* Click through rate.
  + 2-5 percent is a good percent- typically CTR has the highest impact of all the quality score variables
* The relevance of each keyword to its ad group
  + a specific group of targeted ad sets, nothing broad, if someone wants canned dog food or bagged dog food, or organic dog food.
* Landing page quality and relevance (speed, relevance, quality)
* The relevance of your ad text
* Your historical Google Ads account performance

**Google adwords terminology**

1. Campaign
2. Ad Group
3. Ad

**IN search marketing (PPC), relevant “keyword grouping” Means creating well organized, targeted campaigns and ad groups.**

* For example: I can have a campaign for my pet store and I can have five ad groups within it. One should be for dog food, cat food, dog toy keywords, cat toys, healthy dog food, healthy cat dog food.

**Ad group** is where you define who you want to target, where you want to target them, and your bidding strategy.

1. Campaigns first
2. Ad groups
3. ADs

**Landing page scores:** are typically generated based on page speed, page quality and responsiveness.

* There is a page speed insight tool,
  + Cloudflare is a good one and Google has its own tool to tell you your quality and if it's good.
* Landing page relevance is typically dictated by the context of your landing page relating to the searched term from the user.
  + In other platforms it's good to be broad but in google you want to be specific.
* You could duplicate a landing page if you have a few different ad groups targeted towards different topics in the same area. You have four landing pages with each targeting one specific ad. Doing this gets you an advantage versus the majority of people, because they're too lazy to separate the ad groups or they just don't know. It takes two minutes to do. I need my page to be hyper specific

**NOTE:** he pretty much uses click funnels for all of his pages

* Dog food ad example:
  + We have food for every breed, healthy dog food for puppies and adults. Your dog will love the quality food made from premium locally sourced ingredients.
* A bad dog food ad example:
  + healthy pet food for all animals, toys, prescriptions and food. Technically you sell dog food but it's not as obvious, people want things fast they don't want to have to look for it. They want it there and now.
  + BE SPECIFIC AND RELEVANT.
* The historical performance of your account is the last defining variable of quality score
  + If your account has a bad history just create a new account.

**NOTE:** if your page takes more than three seconds to load, you lose about half of your traffic right away.

* Historical CTR and quality score make up your ad account history. They also consider how profitable your account has been and overall response from people you've targeted taking the action you've optimized your past campaigns for
* If under 5 percent of your ads are rejected, that looks good.
* Go through the companies compliance course also

**Second part of ad rank, your bid.**

* Several ways to bid to get in front of your audience
  + Smart bidding = Automated bidding and has multiple components
  + CPC
  + vCPM or CPM
  + CPV (cost per view)
* **Smart bidding** is a set of automated bid strategies that uses machine learning to optimize for conversions or conversion value in each and every auction
  + **Target cost per action** **-** it will go above your target cost but it'll eventually average down. A bid cap will not go above it at all.
  + **Target return on ad spend** **-** If you want to optimize for conversion value, you can use target ROAS to help increase conversion value while targeting a specific return on ad spend
  + **Maximize conversion** (most commonly used when first starting - google needs data in order for you to perform the best, in order to get data fast you maximize conversions fast. They care about maximizing the people you can convert and nothing else.
  + **Maximize conversion value** **-** It tries to maximize the total ROAS you get per day, try to make as much as possible from one dollar that you give it, it is great if you pass back the value of your conversion to google.
  + **Enhanced cost per click -** It is manual bidding, meaning setting a daily budget and telling google that you want it to spend no more than 5 dollars per lead, the cheapest options that they have available. It is good to use this when you want to test to see if a certain range for cost per result is even possible.
* If you have a brand new account, maximize conversions smart bidding is one of my go-to bidding strategies that works great at getting a higher volume of results
* And also the manual bid strategy.
* If you have an account that's warmed up and you've been using it for a while,I'd encourage trying to return the ad spend.
* But maximizing conversions is most likely the best.
* Once you select a bidding objective, it's best to relaunch the campaign if you need to switch the bidding objective.

**Maximize Clicks**

* **CPC cost per click bidding.** 
  + Side note smart bidding is optimized towards conversion
* If I select a CPC bid strategy I can maximize **clicks or manual CPC bidding.**
* If you use this strategy you're not predicting who is probable to convert but who is probable to click. Conversion predicts who will convert. This strategy is just traffic
* It focuses on maximizing traffic and clicks.

**Manual CPC Bidding:** sets a cap for what you're willing to spend, and google puts you in front of people that you can get for less than a dollar.

* **Side note** : News sites are good for traffic because it's not meant for conversion. They leverage social media platforms.
* The difference between the smart bidding options and cost per click options to optimize really come down to what they are intended to do.
* The bidding option you choose dictates who the algorithm will put your ads in front of based on who is possible to take the action you're optimizing for.
* Options like ‘ maximize conversions ‘ will bring higher internet traffic to your site
* Whereas cost per click bidding strategy will bring more traffic at cheaper traffic costs, but not high intent traffic that is probable to take an action.
* He rarely runs cost per click.
* He also says that the bidding strategy below is trash

**CPM strats -**  Target impression share

* Automatically sets bids with the goal of showing your ad on the absolute top of the page, on the top of the page, or anywhere on the page of google search results.
* Impression share - out of the total number of people that can be reached today, who's the amount that i reached?
* CPM strat is optimized to just get in front of people, you want to reach thousands of people, maximize who can see you.
* CPM generally brings the lowest intent traffic to your site, lowest odds of the 3 main ways we can bid to bring traffic that is likely to convert.
* **The conversion campaign/ smart bid campaign/ automated campaign** is the best type of campaign out of the three we went over.
* **Cost per click/ traffic** campaign are in the middle, they are to be used if conversion is not available
* **CPM** is only used to get eyes on you
* NOTE: branded search it is fine to you cost per click strat,

**Placements and Targeting Options**

**Google adwords offers targeting on:** The search engine results, youtube, and their display network.

* You can also run ads on their google search news recommendation list, google shopping and inside of gmail inboxes.
* Website placement can be good for CMP, cost per click, but it is not good for direct response.
* Place your ads on specific youtube channels
* Place ads on specific videos (interest targeting, behavior targeting)
  + Youtube advertising formats
    - **Skippable** ads cost less money and **non skippable ads** cost more money
    - **Bumper ads** are generally short ads in the middle of the video.
    - **Overlay ads -**  typically reinforce an initial ad and it's at the bottom of the video
    - **DIsplay ad** - is to the right of the video on the computer and below on the phone.
  + This way is trash though
* Apps: Place your ads in specific apps.
  + App cats - place your ads in specific apps that fit a category like books. Eligible app stores include the apple store and google play.
  + NOTE: Unlike other ad channels, you can target based on search intent and show contextual ads towards those users.
  + NOTE : we can show them ads based on interest and demographics.
  + They offer the search targeting on both their ppc.
  + Like FB they offer their version of lookalike audiences, as of may 2023 similar audiences were taken away from google.
* Another cool function of adwords is that you can retarget the interaction with youtube channels, website interactions and video watch through percents.
* Content ad strats work great on youtube. Because you can retarget and show direct response strategies, it is not his first go to action, but if you have a prod that requires education then use it.
* Gmail targeting and display network does not provide profitable results.

**How to use the search engine for generating customers and leads/ PPC targeting**

* Based on search terms ‘keywords’ things that are searched in the search bar like searching ‘dog food’
* Favorite tools for generating keyword ideas
  + **Google adwords** has a free keyword search, but it's not that good
  + **Keyword.io** - free sources - you select your favorite keywords and then you can copy and paste your favorite keywords from your csv into your ad manager
  + **Keywordtool.io $10 or $20 bucks a month and he uses this the most** - It adds the idea, search volume, trend, estimated cost per click, competition column, find the highest search volume, lowest cost per click, lowest competition, for your dollar to go the furthest. Those are the best characteristics for you to make the most out of what you spend. But the opposite probably isn't worth going for.
  + Spyfu.com 150 dollars a month - this gives the most data, this gives you a lot of competition research, it does a lot of the same things as the previous ones, but it gives you a lot more data.

After I generate keywords, I go into google's keyword planner to get estimated search volume and forecast trends of that keyword trending up or down.

* The biggest factor in keywords is volume.
* He likes to see a threshold of as low as 50k searches per month and as high as millions per month.
* You copy and paste all the keywords into the google keyword planner and eventually you want to separate each keyword into a keywords group.
* The goal in using google keywords is to see a trend and to see volume.
* When creating a new campaign, click search volume and forecast.

**NOTE:** google tells you how much you'll spend per click.

* THink about how you can categorize my keyword list ideas into relevant groups.

**Groups:**

* Highest tent (Brand names, product names, specific terms relating to your business)
* Purchase intent searches
* Curiosity intent searches
* Negative keywords lists
* Specific search terms that are similar to one another “very important one”
* The results from the tools that are provided are as good as the prompt you give it, in a way, be specific with wording. For brand names with the highest intent don't just type “dog food” type something like “ scotties dog food”.
* **NOTE:** my intention is to generate keyword ideas, and then upload them into the keyword planner tool from adwords, this gives me the average number of clicks and cost per click i might be able to expect and a projection of how much i'll need to spend.
* **NOTE:** when you export it does the math for you and shows you what low daily budget spend would produce over a 30 day period of time.

Negative keywords is a list of search terms we want to exclude ourselves from.

Though there is a bit of overlapping. Out of everyone we are targeting there is potentially going to be some terms that come up in those keyword idea tools that seem like a good idea but through time you'll see that they aren't good keywords and then you can add them to your negative keyword list.

* EX: if i only want to target people with purchase intent keywords, then i can exclude curiosity intent keywords.
* He likes targeting purchase intent keywords
* **NOTE:** in adwords go to reports in the top right next to the wrench and click predefined reports, basic, search terms.
* Do not do broad match because they'll match your keywords with things that are irrelevant
* We should have several csv files categorized into different buckets and can go write some copy now.

**Competitor research for inspiration:**

* **Spyfu.com is good for finding the keywords that your successful competitors use.**
* **You can see ad history that was used also.**
* **When you see the same color for the months that mean that they have been using the same keyword for months and it's a success**
* If you see that an ad has been running for several months in a row after some testing, that's the best performer for them.

When writing ppc copy, be sure to know the limits. Length limits:

| **Field** | **Max Length** |
| --- | --- |
| Headline 1 | 30 characters |
| Headline 2 | 30 characters |
| Headline 3 | 30 characters |
| Description 1 | 90 |
| Description 2 | 90 |

And these could be mixed up, so do not write them in continuance.

* Your ad rank will be far higher if you're taking time to make your landing pages more specific to the search terms you're bidding on, keywords, and all that stuff.
* Easiest tool for his agency through the years has been click funnels.
* What you're looking for is simple and easy page duplication features that you can quickly duplicate and then edit the copy of

Difference between broad match, phrase match, and exact match.

* **BM** - essentially means I can have a targeted keyword and it can show for pretty much anything that someone searches, basically you get fucked.
* **PM** - ads may show on searches that include the meaning of your word, things. If you put shoes in the PM it'll show something related to tennis shoes. ( blank)
* **EM** - you put the keyword in a bracket, when someone searches that exact keyword will get served the ad
* Parenthesis or brackets have no naked keywords.
* Impression share= impressions/ total eligible impressions.
* Make sure you're checking impression shares after launching ppc search campaigns to see where you need to improve to reach more people you're targeting.

**How to use youtube ads to get more customers and leads.**

**Youtube uses all of those keyword targeting things**

* Instead of search engine text ads, youtube leverages video ads and banners.
* He likes to isolate campaign placement options when doing video ads to the youtube video network and youtube search results NOTE youtube video network is trash
* He prefers market audiences rather than topics. In the market are people who are actively researching on that particular topic. The Topic is just broad.
* One other unique targeting option is the placements category, this by itself can define who you want to get in front of with great result potential. **Youtube channel, youtube videos.**
* Generally people are very lazy with making the ad. They try to just pull over ad videos from other ad channels.
* People are more open to suggestion on social media apps but not youtube and google
* You have 5 seconds or less to get their attention
* They are there to watch something else, you are interrupting their video, you better make it good
* Don't be lazy and just pull videos from other ad channels, rarely will those videos work on youtube for ads
* Always make a banner that matches with the youtube video( easily done in canvas)
* You can hire a creative agency to make ads.
* Pro tip, capturing their attention in under 5 seconds doesn't mean to scream out ‘ stop and watch’
* Or to put up a giant stop sign or something in an attempt to get them to consume your ad content.
* Great yt advertisers provide context in the first 5 seconds that the video is valuable for the type of person they are targeting
* This one trait when making ad videos makes all the difference to people stopping what they are doing and watching. When you use irrelevant things on youtube you'll have a hard time getting people.

Watching the first 5 sec of ads.

* Grammarly:
  + Women are easier to watch than men, she made an instant bold statement and she made the statement quick.
  + Keywords were shown in the video that make you feel something good. *Download for free.*
* Older people tend to watch a lot of tv, so we can mimic tv ads.

**PRO TIPS**

1. When you first create an ad account you have to verify your business.
2. Go to google.com how to verify your business in google adwords and follow the instructions.
3. It's very important to set up google analytics properly if you're going to leverage adwords.
4. Set up google tag manager when using adwords, it passes data back to ad platforms and it efficiently manages code on your website, you can put all codes from all platforms and it'll make one big code and you can place one big code on your website.
5. Google has an analytics academy, and you go through the google tag manager and go over it. Set up google tag
6. He recommends leveraging a 3rd party UTM based tracking tool like hyros or wicked reports so you have comprehensive reporting for all ad channels.

SCALING

1. Audit which keywords and targeting options have great ROAS and low impression share.
2. Then working to improve the AD rank so we get more impression share on that successful campaign or ad group. Closer you get to 100 percent impression share, the less you can scale.
3. If a campaign is a success we check the Impression share and either scale extremely aggressively or we slowly scale up if we already have a dominant presence for that targeted interest or keyword.
4. If a keyword is a success we look to find related keywords.
5. We are always looking to find ways to improve landing page relevancy and page speed to maintain strength.
6. Identify bottlenecks and improve them and then spend more money per day on those campaigns.
7. We've found successful campaigns can scale far more aggressively and have less ad fatigue compared to other ad channels like facebook or tik tok.

**CLASS Three part 2 HW:**

* Instagram gives you much more reach with the younger generation.
  + It is much easier.
  + there's only 1 million marketers leveraging instagram ads.
  + Very visual tool to be able to leverage, with benefits for brands and businesses.
  + You get to manage the ads right inside the fb ads manager.
* He's a big fan of using vertical for videos.
* Photo ads
* Video ads
* Carousel ads - multiple photos or videos on one post
* Slideshow ads - slow playing pictures
* Story ads work well also

**Recommended pic size**

* **Square**
  + This information should be given to your graphic designer
  + Minimum resolution ( 600 x 600 pixels)
  + Maximum resolution (1936 x 1936 pixels)
* **Landscape**
  + Min res (600 x 315 )
  + Max res ( 1936 x 1936 )
* **Vertical**
  + Min res ( 600 x 750 pixels
  + Max res (1936 x 1936 pixels )
* **Video size**
  + Your video file size can be up to 4 GB max
  + Your video ads in feed can be up to 120 seconds
* **Captions** 
  + The caption you use for IG ad will appear below the image and may include up to 2200 characters.
* **Aspect ratio**
  + The aspect ratio for IG ads depend on the format
  + Square 1 1:1
  + Landscape - 1.91:1
  + Vertical - 4:5

**Frida finished organizing here**

**Optimizing your profile for success**

1. Make sure you have an instagram business profile
2. Instagram allows you to choose between a normal profile and an instagram business profile
3. You want the latter
4. Why? It comes with a bunch of extra features and tools that you can use to grow your business.
5. These include instagram shopping, instagram ads, and instagram insights
6. The data alone is extremely useful: you can learn about your audience.
7. Choose a username that's simple, recognizable, and easy to find, unfortunately, though, your business name may already by take.
8. If this is the case, try to use your business name as the first part your User and add something extra
9. Select and easily searchable business name
10. In addition to your User, you also need to add your full business name to the name section of your profile
11. This appears underneath your profile pic.
12. Use a branded IG profile pic or quality profile photo of yourself
13. Your pic immediately draws the attention of every person who visits your instagram profile. What's more, it’ll show up next to every comment and post that you share.

**How to give IG ads a native feeling**

Creative is the key to success

Platform-tailored creative is critical to driving business results on instagram

SIDE NOTE: He’ll go look at the followers of the people that liked his ad and he will study what they like and look at, and to get a better and more creative idea of the type of ad to create.

Context trumps content in some instances.

Leverage context if there is any

**DETERMINING WHAT WORKS AND WHAT DOESN'T**

Calculate your ideal CPA

Give yourself a range of great, average, and poor cpas that you are going to scale and turn off.

1. You want to consider how much it cost to require a customer
2. Look at the cost of requiring a customer before gauging whether to decide whether the CPA is high or not.
3. Once you have the range, any cost per lead over 300 is too much.
4. Any cpa that is in the good range, you'd scale 10 percent a day.
5. CPA with an amazing range, you'd scale aggressively, 30 percent

Quality ranking: how your ads perceive quality compared with ads competing for the same audience

Engagement rate ranking : how your ads expected rate compared with ads competing for the same audience.

Conversion rate ranking: how your ads expected conversion rate compared with ads that had the same o[ goal and competed for the same audience.

Measure the CTR. anything between 2-5 percent is good.

When you determine what you're going to scale and it isn't performing well, focus on what isn't working like a CTR for example.

Preview the ad and check the social performance of the ad, gauge reaction, comments and shares.

LEVERAGING AUTOMATED RULES TO SCALE

When running rules, it's important to consider

**CLASS FOUR HW:**

What it takes to hit 7 figures in an ad account

4 pillars

1. **Tracking**
2. **Traffic**
3. **Landing page**
4. **testing**

**When he first goes to a new account, he has a long audited list.**

MINDSET: After I look at the account, my focus goes to the lowest hanging fruit and highest ROI and then slowly work my way out to broad expansion. Initially I made a profit, but then later i go broad.

1. Google is incentivized to take money, everything google gives you is for you to spend more money on the ad platform.
2. My philosophy is, start with the most control first, manual cpc first and things start to work, you can start using automated.
3. Take advantage of all the real estate google gives you.
4. Utilize all the extensions
5. The 80/20 rule, focus 80, focus 80 percent of your time on 20 percent of what makes you money.
6. Don't take suggestions from reps
7. Max out all available on add space

GOOGLE TAG MANAGER

1. Makes your life easier
2. When you start running traffic to other platforms it uses more pixels, it helps to put all those pixels in one container in the google tag manager and fire those tags in the pages that you want.
3. You add the tags into each container and then you can specify where you want the tags to go
4. Trigger specifies what page where we fire the tag on.
5. You can create data layer variables on google tag manager.
6. You can stuff layers of info and spend it back to google analytics.

GOOGLE ANAYLTICS ECOMMERCE TRACKING

Helps you figure out what is working and what's not, and you can cut what does not work and put your attention towards what needs work.

Keywords and placements are important. Keywords are like tiny businesses and ecosystems.

Keywords that make profits are good, keywords that drain profit need to be gettin rid of.

Add more profitable keywords, audiences, and placements.

SEARCH - first he filters through his ROI mindset, what's the highest ROI of different campaigns i can create in the search market. The first thing I target is branded search, this is the highest performing ROI campaign, there are a lot of keywords you can capitalize on, you can misspell your website name for keywords because people misspell.

REMARKETING LIST FOR SEARCH ADS - you can put broad terms in there,

**Class 5**

**MASTERING COPYRIGHT, EMAIL MARKETING and learning of CHAT GPT**

1. Don't over complicate copywriting for yourself, all copywriting is doing is selling people online with written words.

The same general rules of in person sales apply to online copywriting.

1. Two of the most common forms are headlines and body copy.

HEADLINES - are the things people read first and will determine if they keep reading.

**QUESTIONS TO ASK IN DEVELOPING A HEADLINE**

What is the mass desire that creates this market?

How much do these people know about the way your product satisfies this desire?(their state of awareness)

How many other products have been presented to them before yours (their state of sophistication).

**MASS DESIRE -** a fancy way of saying, what's the hook that most people will resonate with. What are most people out of the entire pie going to resonate with, what's the biggest reason.

**MARKET AWARENESS -** do they understand how what your selling is going to work

Have they been pitched on this before?

Have they not? If they havent you have to do more explaining and explain how it works.

Product demonstration, case studies/ testimonials, explaining it in description or copy in the pic

**MARKET SOPHISTICATION -** how many times have they been pitched. If they haven't pitched we can communicate to them in a simpler way. If theyve been pitched a lot of times, you have to show them how your product is superior and why is it better

If you can successfully write what is in someone's head, you're likely to convert them**.**

**FOUR RULES FOR WRITING GREAT HEADLINES**

1. First and foremost, try to get self interest into every headline you write
2. Make you headline suggest to the readers that here is something they want
3. Leverage a bias to help inspire action
4. The headline is to capture attention and further interest your target market

If you have news, such as a new product or a new use for an old product, be sure to get that news into your headline in a big way.

Use vocabulary terms they new,

For example

Real estate agents are redefining how they show homes

Real estate agents are using MLS in a newly discovered way to get more deals!

The vacuum cleaner redefined? This new feature is a game changer

Not revealing everything, but youre enticing people to see what going on

Avoid headlines that merely provoke curiosity

Curiosity combined with news or self interest is an excellent aid to the pulling power of your headline, but curiosity by itself is seldom enough.

“Moms are loving this **NEWLY RELEASED CAR SEAT** for **safety and features”**

Appeal to self interest. News, self interest, curiosity combined, this is the recipe.

Avoid, when possible, headlines that paint the gloomy or negative side of the pic.

Take the cheerful, positive angle.

Remove people from pain, so you can make them feel good. In some circumstances it can work, but avoid it when possible.

Try to suggest in your headline that here is a quick and easy way for the readers to get something they want, no get rich quick schemes, but do not over complicate it.

EX

1. **Here’s a quick way to [solve a problem]**
2. **Girls…want quick curls?**
3. **Admit it, you really want X faster and X can help**

**create variations of this**

**you are a copywriter who is writing a set of headlines variations that will be used for facebook advertising**

**CHAT GPT “**questions your task is to take the headline example below and make three variations of it that appeal to a girls self interest and create curiosity at the same time within the headline, make sure the headline is less than 50 characters”

“now take those headlines you just wrote and make them sound like its news worthy”

**NOTE: have a swipe file of great headlines to recreate from!**

**CHAT GPT QUESTIONS :** you are a copywriter who is writing headlines for fb ads, you need to ask me some questions in order to develop these headlines into the best they can be, i need you to ask me questions about the client and what they sell so you can do your job.

**Nowadays we are copywrite engineers and we can utilize GPT to help us.**

**Asking this will help you think**

**DAVID OLGIVY**

**EUGENE SCHWARTZ**

Sources

Wayback.com

Spyfu

Facebook library

GOLDEN RULE: simplify your headline

**BODY COPY :**  this is what follows the headline, the purpose of body copy is to get the reader more aware, or interested enough to go to the page you are driving traffic to.

PRO TIP - TEXTING BODY COPY

1. People are conditioned to read text messages - were in 2022 after all people get dozens of texts a day
2. Whether it's in their dms or on their phones
3. How are text messages and dms usually formatted
4. They are short, direct, and brief
5. Therefore when you write body copy, you should break down your longer sentences and paragraphs into short, easily digestible copy that can be consumed like text messages
6. This will radically improve your engagement on ads and likelihood of the person clicking through from the ad to wherever you are driving traffic to.
7. People don't like reading big paragraphs.
8. You need to understand, hooks, to be good at writing body copy

A hook is a message that grabs someone's attention and wont let them go until they have read the AD. kinda like a fish hook.

EX:

SIDE NOTE: you can have chat gpt use these as help, and tell him to use these as hooks

1. Make more money
2. Save money
3. Retirement security
4. Better health now
5. Health care security
6. Security in old age
7. Advance in profession or trade
8. Prestige
9. Enjoyment
10. Easier chores
11. Gain more leisure
12. Comfort reduce fat
13. Freedom from worry

Put hooks everywhere to reel them in. when writing body copy, start with hooks

Inc the believability next

How to achieve believability

1. Proof
2. Statistics
3. Testimonials
4. Quotes from authority figures
5. Tests
6. Trends
7. Seals of approval/authority
8. Awards won

Be specific when it comes to being believable

Wrap up your body copy with a **call of action**

End the body copy with a link except for when it's instagram because there is no body copy available.

PRO TIP

Adding a link to body copy at the end of a FB post helps traffic.

5 lines or more of body copy gets you the see more button

AI doesn't take your job away, it only improves it.

**HOW TO WRITE LANDING PAGE COPY**

A sales process has a flow to it that is called THE STEPS OF AGREEMENT.

1. Establish context and interest
2. Explain the product in simple terms. EX: 3-5 step breakdown of what it takes to use your product, how to use it.
3. Increase product authority and establish social proof - testimonials that look believable
4. Handle objections and answer general questions - FAQ section answering all objections,they work really well.
5. Increase believability and inspire action. - testimonials and other actions to increase it. Offer stack on the page

Landing page is generally made up of 5 sections.

All of this is on the first page

A good length for a vsl is 3-5 min

MARKETING AUTOMATION

Fancy way of saying, easiest way “if this, then that” if someone becomes a lead that a seed, from there you have options, did a person do this or did they do that? And if they do we do that or if they dont we do that.

CRM - customer relationship database

Marketing automation allows you to send an email or text, or let the sales person know when there is a lead.

You can tell the computer to send an email and then wait an hour, if they open it, notify the sales person that they are ready to be contacted.

**“If they take this action then were going to do this”**

**“If they don't take this action then we're going to do that instead**.”

Talk to people based on what they did or didn't do.

Ex : if they dont open a contract, you may text them later and say hey you forgot to check it out.

Marketing automation gives you the ability to be contextual with your customer and the more contextual we are, the higher the probability the customer will convert.

Favorite tools

ACTIVE CAMPAIGN IS HIS FAVORITE MARKET AUTOMATION TOOL.

ZAPIER.COM

IFTTT.com

INEGROMAT.com

Trigger are what start a marketing automation

To get a trigger to fire, you need to make sure you have your different online softwares connected so when something is in one tol, your other tools know about it.

Generally we have to create account for the clients

You'll commonly find marketing automation available inside of a CRM.

**Website**

**Hubspot**

**Salesforce**

**Close.com**

**Mail chimp**

Tools like many chat or chatfuel are examples of marketing automation tools that allow you to build out automated message sequences on platforms like FB messenger and IG.

**Chatgpt from open AI**

“Limited by your own creativity on what you can ask it”

You can take ad ideas, successful ideas that you've used, and ask chat to create variations of the idea that conveys the same idea and you can then send scripts to your clients for what they say and how they say it.

“Go to chat gpt and help it help you understand what you can do.”

**Homework - do copywriting tasks**

**HW week 5**

NOTE: Refer to first video at least three times

**How to be thinking as a copywriter**

1. All elements in an ad are designed to do one thing. To get you to read the first sentence of the copy.
2. When writing a copy do not be too detailed just make it flow.
3. Your ad layout and the first few paragraphs of your ad must create the buying environment most conducive to the sale of your product or service.
4. Get the reader to say yes and harmonize with what they're reading.
5. They should be so compelled to read your copy that they can't stop reading
6. When trying to solve problems, don't assume constraints that aren't really there. When you don't write a copy from your own natural experience then it is hard to articulate.
7. The quality of questions you ask your clients are going to dictate the quality of the copy
8. Keep it interesting
9. Sell a concept not a product or service.
10. Apple airpods sold a concept by selling the idea that it is one of the greatest headphones that have been created.
11. The incubation process. If you are not in the right environment to right copy, if you put your smaller level of thinking on to the copy, you're not really understanding and projecting to the crowd for them to read it the right way. It takes time and coordination.

EX: he goes to a google doc, and he has a process and he puts his logo on it and says presented by Jeremy Haynes and hell section it. Hell put his intention, URL he wants to drive people to, the audience he wants to target. Then he'll do his headlines, list bullet points, body copy, new feed descriptions and link for the video. Creative orientation. Incubation is in the process of creating it, your ability of being will developed will predict the quality of your copy.

1. Copy should be long enough for the reader to take the action that you request.
2. Think about it like your selling someone in real life
3. Every communication should be a personal one, from the writer to the recipient, regardless of the medium used.
4. Write a copy like you're writing a letter to someone, per say. Consider the demographic.
5. The ideas should flow in a logical fashion, anticipating your prospects' questions and answering them as if the questions were asked face to face.
6. In the editing process, you refine your copy to express what you want to say with fewer words.
7. The more the mind must work to reach the conclusion the more enjoyable the process of reading.
8. Selling a cure is a lot easier than selling a presentative,unless the preventative is perceived as a cure. People wait till they are down bad and then they need something right away. Position your product as a cure. Sell your products to the ideas that people already have.
9. Telling a story can effectively sell your product, create the environment or get the reader well into your copy as you create an emotional bonding with your prospect.
10. Story telling sells more

NOTE: “building a story brand by donald miller.”

Questions to ask when developing a headline:

**What is the mass desire that creates this market?**

Mass desire is an existing want that you're tapping into.

**How much do these people know about the way your product satisfies this desire(Their state of awareness)?**

Do they have knowledge of your brand? Do they know your type of product already, do they know the problem and have been marketed to, but other people have pitched them correctly.

**How many other products have been presented to them before yours.**

It determines whether you have to directly respond to them or educate them. How you will get the result.

**Three steps in developing the headline**

Name the desire and/or solution in the headline

Prove that the solution can be accomplished

Show that the mechanism of that accomplishment is contained in your product.

**BOOK NOTE: Breakthrough advertising Eugene schwartz.**

**Ways to strengthen a headline**

1. Measure the size of the claim
2. Measure the speed of the claim
3. Compare the claim to its(unnamed) rival
4. Metaphorize the claim
5. Sensitize the claim by making the prospect feel,smell, touch, see or hear it (Tastes like you just picked it)
6. Demonstrate the claim by showing a prime examples
7. Dramatize the claim, or its result (EX they laughed when i sat down at the piano-but when i started to play…)
8. State the claim as paradox
9. Remove limitations from the claim.

NOTE: VAK system by richard banker, 35 percent are visual 25 percent are auditory 40 percent are kinesthetic.

1. Associate the claim with values or people with whom the prospect wishes to be identified
2. Show how much work in detail the claim does
3. State the claim as a question ( who else want whiter teeth- with no hard work)
4. Offer information about how to accomplish the claim
5. Tie authority into the claim before and after the claim
6. Stress the newness of the claim
7. Stress the exclusivity of the claim
8. Turn the claim into a challenge for the reader
9. State the claim as a case history quotation
10. Condense the claim - interchange your product and the product it replaces
11. Symbolize the claim - replace the direct statement or measurement of the claim with a parallel reality
12. Connect the mechanism of the claim in the headline
13. Startle the reader by contradicting the way he thinks the mechanism should work
14. Connect the need and the claim in the headline
15. Offer information in the ad itself( what everybody ought to know about the stock and bond business?
16. Turn the claim or the need into a case history
17. Give a name to the problem or need
18. Warn the reader about possible pitfalls if he doesn't use the product
19. Emphasize the claim by its phraseology by breaking it into two sentences or repeating it, or a part of it.
20. Show how easy the claim is to accomplish by imposing universally overcome limitation
21. State the difference in the headline
22. Surprise your reader into realizing that former limitation have noe between overcome
23. Address the people who cant buy your product
24. Address your prospect directly (to the man who will settle for nothing less than the presidency of his firm
25. Dramatize how hard it was to produce the claim
26. Accuse the claim of being too good
27. Challenge the prospects present limiting beliefs
28. Turn the claim into a question and answer.

**Five Rules For Writing Great Headlines**

1. Try to get the markets self interest in ever headline

Make your headline suggest to the reader something they want.This rule is fundamental

1. If you have news, such as a new product, or a new use for an old product, be sure to get that news into your headline
2. Avoid headlines that merely provoke curiosity

Curiosity combined with news or self interest is a crucial rule

1. Avoid when possible headlines that paint the gloomy or negative side of the pic, be cheerful.
2. Try to suggest in your headline that there is a quick and easy way for the readers to get something they want. (don't say, this is gonna be as easy as...!)

How to achieve believability

Proof

Stats

Testimonials

Quotes from authority figures

Tests

Trends

Seals of approval

Awards won

Transitional elements to use for better flow

1. Different fonts, colors, size of fonts, underline, bold, visuals, big break words should describe what your website is about, besides the small words.

NOTE: 50k agency, personalbrand.com

Difference between brand advertising and direct response advertising.

Direct- asks the customer to respond and allows you to track that response, typically used for cold traffic. Direct response: makes an offer, gives a deadline, allows you to track response.

Brand - brand building, on the other hand, is advertising that gets the name of your business products, or services out there, but you have no earthly idea whether it is paying for itself.Brand building won't work for 99 percent of business, it will send you broke

Recipe for a 5 page sales letter

Page 1: tell your story, the reason why you're doing this and why buyers should buy

Page 2: The details, whats for sale, who you are, how much they'll save

Page 3: offer free gift premium at a deadline. Write directly at them. Hint at coupons coming up on the last page

Page 4: Personal message reminding them how great you are, that they are your preferred customers, and not everyone is getting this offer, but they will later and then all the best stuff will be gone so they better act now. Another hint of the coupons on the last page

Page 5: use P.S and P.P.s.

ManyChat (Chatobot training.)

If this, then that

Unlimited broadcast - send a massive set of communications to your subs. email blast.

2 broadcast sequences - opt people in to a group of sequences

4 growth tools - bars at the top of the page. SIDE NOTE: do not have pop ups on your page.

10 tags - separate up to 10 different audiences

when people comment on a post you can trigger a message to be autonomously sent

Custom fields : you can have people reply to a question you asked and their answer will be used in a field in your automation.

WEEK 6:

Conversion rate optimization:

The practice of increasing the amount of people that are set to take the action on the pages we are sending them to.

NOTE: Bottle necks are where we see a constraint in our advertising process. We have to open it up so people can flow through.

There are three things that will drive a consumer to a site.

MOVERSwhat is convincing them

BARRIERS - what's preventing them  
DRIVERS

What would be preventing someone from taking the action:

Low trust/low believability - professionalism visualized standards

Looks scammy - too much text, too many claims above the fold, generic stock images, site mimics the design of other low conversion pages the user determined as scammy.

Looks unprofessional - kiddush, too many colors. Repeat successful actions of other websites. Use modern website design templates, get high quality images and videos, do not overcrowd your page.

Not enough social

Not easy to understand

Site loads to slow - ideal site loads in 2 seconds, sites loading too slow is bad for you.

Site is not responsive - should adjust to phone size.

Person is frustrated there's no easy real time contact options to get questions answered - have a live chat to answer questions. Offer phone support, offer email support with fast response.

No FAQ ( general questions being answered, objection handling)

Too much data/not enough data

Not enough images or videos - very important. Be able to leverage images and videos in what you do in order to generate conversions

Something technical not working- The site not working

MOVERS:

What is going to make somebody take action?

1. Well designed page
2. Responsive
3. Encourages taking action
4. The perfect amount of trust badges
5. High social proof
6. Loads extremely fast
7. Makes taking the action easy
8. Has real time support options available
9. Has a well built FAQ section
10. Leverages proven colo psychology
11. Is being a/b tested for continued performance improvement.

You shouldn't even have to scroll off the first page of a website, the first page should let you understand everything about the business.

NOTE: general rule of them make sure the headline is short and sweet, big letters, small amount of words to emphasize your points.

Well designed page

Clear understanding without having to scroll to understand what you do and how you can help the user on the site

Clear call to action encouraging an action

Doestn overcrowded the above the fold section, easy to understand and doesn't overwhelm

Makes the user want to either take an action or continue scrolling to find out more

Responsive tool

Responsivedesignchecker.com

Responsive means if i change my device to a smaller device will the website change

NOTE: webflow, clickfunnel, wordpress, flicks.

Encourage taking action

1 Clear call to action or multiple call to actions(be mindful of not over congesting the above the fold section

State what you do, how can you help and what you want them to do

Add value.

The perfect amount of trust badges, 3 and then 4 payment methods boxed up.

Trust badges are basically what you see when checking out.

Xpareto.com

HIGH SOCIAL PROOF/HIGH BELIEVABILITY

Real social proof matters, never fake it and always make it look legit and verifiable plenty of your users will reach out to the people they see in your social proof and confirm their experience with your business

Being highly believable comes down to a good design and the not being too claimy, you want all marketing copy and product/service benefits to be reasonable and believable

If a page raises suspicion in the user's min, you will lose a ton of traffic.

Only 2 percent of websites load in under 3 seconds.

Compressjpeg, minify

Loads extremely fast, cloud flare has these

1. Enable compression
2. Image optimizations(reduce image file size)
3. Optimize javascript and css delivery(done through hosting)
4. Icons and font usage optimizations(done through hosting)
5. Minify CSS, javascript, and HTML(done through hosting)
6. Reduce redirects(done through hosting)
7. Use a content distribution network(CDN)-(done through hosting)
8. Caching techniques - browser cache, page cache, and HTTP caching -done through hosting.

* **TAG manager NOTE-**anytime i have a pixel that i need on my website, i go to google tag manager and put it in there. It has the pixels for all of your ad platforms.
* Do not use **website URL shorteners**
* He uses **cloudflare.com**

1. Mover makes taking the action easy
2. Group thinking is a very powerful thing to leverage.

* Makes taking the action easy
* Apply everything we've talked about so far that a mover

1. Leverage natural scarcity by havin deal deadlines or incentives to make the action more probably
2. Mitigate objections in sales page or product page images, videos and copy
3. Have return policies and satisfaction guarantees
4. Leverage group think
5. Shows what after the person buys.

Movers for live chat companies.

1. Intercom.com
2. Livechat.com
3. crisp.com

You can also leverage chatbot tools like

1. Manychat.com
2. Grasshopper.com
3. Gladly.com
4. Wrrk.com

Well built FAQ section that mitigates objections.

**Color psychology**

Green is more appealing than red.

Red means something bad and green typically means good.

Avoid red for take action buttons, it's a good color to force people away from it and maybe yellow

Purple, blue, and colors between them are nice colors. Slow and relaxing colors.

Green=go

REd=stop, do not move, anger

Yellow=cautious, hazard, slow down.

Most other colors can be good to use for branding purposes, just be mindful of the above colors for button color selection.

**A/B test**

It is a split test, testing different variables and duplicating them.

**Top conversion rate opt strats**

Website DVR - digital video recorder.

Hotjar.com, this app is like a dvr for websites, you can see literal screen recordings of what people have done on websites.

Usarproof gives live updates of how many people are going on the website

Hot streaks show how many people have done something on a website.

For ecommerce stores, he likes to use nudgify and it is similar to userproof. Recom.AI

You can test what people think of the website pages, use a tool called “copy testing”

They display your website to a group of research participants, they are real random people and they give your feedback. **Wynter.com is its new domain name.**

**FUNNEL STRATEGIES**

Mini webinar1.0 - It is direct, to the point, no fluff, and gives people on your website a clear idea of what you're offering and how it can help them.

NOTE - traditional webinars are long, draw out, and filled with a bunch of framing info rather than providing direct value to the person watching in a brief way

**All you have to do is screen record yourself for the mini webinar.**

Mini webinar2.0 - explanation was on the first page of the webinar

These work just as good as the other, one isn't better than other, it is good to split test them to figure out which one is good for you

DSL deck sales letter

This is essentially transposing the mini webinars into a slides reading format instead of you talking

Horizontal funnel scaling

Headline

Video

Application add a testimonial later and a/b test it and dont cut it off and keep creating different versions.

The intention of this strategy is to ic the amount of success funnels that you'll send traffic to, originating from 1 proven successful funnel being duplicated again and again and again.

This enables to spread your budget out between multiple versions of the same funnel

NOTE: if you have a successful funnel duplicate it and add a page to it.

Just keep changing things.

You can do this for more than just calling funnels also.

It's best to keep more funnels because it is like insurance and it keeps you safer.

Still scale the shit out of the one that is doing the best, but scale the other ones that are doing alright

**The paid lead strategy.**

1. You can buy his separate cheap products first, but if you buy any one of those you are for sure interested in one of his expensive products, it is a lead magnet that leads into a higher product sale.
2. You are selling small products and breaking even or slightly profiting and then lead them to buy a higher selling product.
3. Second money is the easiest money to sell.
4. Generally you do a free lead in order to get a conversion, but in this case you are making a cheaper sale in order to breakeven or profit in the front end and you are getting a mass of people to come in, but people are more likely to buy a second time from someone, so you can lead them into buying a higher priced cost.

Rather than giving away something and starting off your funnel with a loss, we'd rather provide value and be at least break even if not profitable moving into the later stages of the funnel process.

**Ideas**

Free shipping funnels(have shipping and handling costs over your costs of acquiring the customer)

Break out parts of your main product as lower ticket lead magnets to use

Sample bundles at a cost

1 off consultation

Once you acquire a lead, you hammer them, email, ad marketing, all that, to get them to come back and buy.

Net revenue is a good structure.

Snipply.com

**Click funnels - intention is to get yourself represented online faster through a sequential amount of pages, and you have different intentions with each page.**

Building blocks

PREframe is something that comes before the actual steps to lead them. Articles are common to flow someone into a funnel

Qualify subs - squeeze pages, pop ups, another squeeze option with a different set of settings, free shipping, webinar offers, exit pop ups. Free trials

Identifying buyers in heat - identifying them after they've bought or were led

NOTE: clickfunnels gives you a pre coded page.

Row section changes positioning and column. Sections you can change the size of text box and all of that.

You add integrations to your click funnels account.

Robert and robot are a great font

ELEMENTS -The orange section in click funnels, you can add new elements, like fonts, images, font size, color, videos, audio player. A cool section from plat finn where you can add into different websites with a podcast player. In forms you have buttons, you can change themes. You have the input section, this is where you capture all data, numbers, emails, credit cards. He uses infusionsoft for text automation. Elements are essentially add ons. Like How there is in google docs basically.

PAGES

FUNNELS

**WEEK 7**

Marketing best practices and what to avoid

Top lessons on what to do, and what not to do

1. Never shut off a profitable campaign, a client may try and convince you to cut it off, but do not do it. If there is an issue with products and they aren't being produced you can send out a letter keeping it real, or you could even switch it to a presale. If you're sales guy is unable to talk with the customer, you can give the customer value until then
2. Make sure your client is on the same page with your reporting methods. People can mess up the deal more than you.
3. Make sure you stay ahead of ad fatigue- keep a reserve of 4-10 images and videos, for when an ad campaign fatigues, so you can swap the original thing out.
4. Make sure you're spending as little time and effort as possible producing the most revenue (Parkinson's law) not out of laziness but out of smartness. He knows people who spend all day on a platform. You can work a few hours a month doing and making more than people who work all day. Always think with efficiency, it is important to apply a time constraint
5. Ask yourself the right questions, when you look at data and ask yourself where is the bottleneck, where can i place my attention that i would get myself the most results than any other. If you ask yourself the wrong question, you will steer yourself to hail.
6. Once every quarter, ask yourself “what would i do if i just started on this account today?) this allows you to think of more revenue driven actions
7. Invest in fast internet and great hardware.
8. Most of the profitable results come from repeating successful actions don't go all in on new ideas. 9/10 of your actions should be repetition not new ideas
9. Rarely does a client know what's best for them, that's why they hired you. Come prepared with actual goods you can provide.
10. Use your skills on your own business.
11. Research new tools once a month on producthunt.com
12. Stay tapped into communities of other high level advertisers and marketers. He likes communities. AdLinks. Facebook ad buyers
13. Just because it didn't work today doesn't mean it wont work tomorrow. Trust the ad platform, wait the 72 hours and machine learning is doing its best to get in front of people. Just because one of your strategies stops slowing down, you can bring it back, you may need to change some things around.
14. Trust the Ad Channels more. Trust the ad platforms, put yourself in a position of high degree of trust to these platforms. If you don't then you can ruin your game. There is no situation where FB or other platforms wants to steal money from you and not help you get a result. They make all their money from people being successful. They want to help you win.
15. There's always another revenue driven action that can be taken. Take specific actions that are the highest revenue generating actions.

Avoid weekley calls unless really necessary, he mainly communicates with clients by text.

HIS BIGGEST MISTAKES AS A MARKETER

1. Not asking for help from others. If you are stuck and don't understand, ask someone for help, because it'll accelerate you greatly. Unanswered question = stalled progress. If you do not know what to do you're not gonna take action.
2. Allowing clients to limit what we have control over. 100 percent of the time a client adds him into anything, he does admin access. If he has a limited permissions in the account it'll stall him because he needs access. Get all their information right away.
3. Do not go all in on new ideas and completely disregard proven actions. Put 90 percent of your attention on successful stuff
4. Thinking it's harder than it actually was. Always think this shit is easy, you saying how hard it will be, will make it worse for you. If you have an action that you haven't taken before, be excited to do it.
5. Outsourcing everythings to others. It's important that you recognize to get experience with all these tools that he is providing. Keep going, if a new platform comes out master it before anyone. Get some initial experience with the things that are being taught in this course and once you get it down, then you can hire some employees.
6. He wishes he would have spent even more on successful campaigns compared to what I did spend. Mainly because there is a threshold of time where they will be the most successful. Rarely does a campaign maintain success forever. Press the gas harder when you know a campaign is working. You can always push yourself further than where you're at now. Always go beyond. DO NOT STOP.
7. Not attack bottlenecks fast enough. if you're aware of a bottleneck you need to open it up FAST. do not delay. Haste can be folly but delay is never wise.
8. Not realizing 50 percent of my job is dealing with the client narrative, the other 50 percent is results. People generally fuck up your deals more than you do.
9. Thinking i had to do everything, when in reality all i needed to do was the highest leverage actions only. The only thing a client cares about is revenue. People don't pay for time and effort, they pay for results. You don't need to be working on the business all day, just work on the highest leverage actions. Don't do all the shit and be efficient.
10. He wishes he could have given himself permission to go big sooner, you can generate results when you believe it's possible to do. You can incrementally increase over time in revenue and all aspects of life. But the goal in this course is to get you to sky rocket and go super fast and super high.

NOTE: something to say to a client “ when we work with you our goal is to get you to 7 figures a month. We are working towards getting you to the highest amount that you can make.

Jeremy pitches more than just one niche, it's good to be in multiple niches. You don't have to be well versed in the specific niche either.

On upwork you can hire someone overseas for 100 bucks.

Pricing: charge enough money based on competitors, how much profit you want.

**Google vision** is a tool that will allow you to figure out different emotions that come out of the picture you're providing. Positive news feeds keep more retention on social media platforms, so when one uses google vision you can have google analyze how happy you appear. It can analyze objects and labels as well

Dall-E 2 enables you to type what you want visualized(very cool). You can even upload images.

Midjourney.com is the same thing basically, just a little more technical.

**Headline** is a landing page creator where you can type in what you want as a creator and it leverages the tools above and chat gpt.

You can also use this tool to write copy and there are many other things that come along with it.

Another cool tool, if your client is lacking content, it is called **Descript.** And there is a feature called overdub and it leverages a tech called leerbird. It is the underlying tech.

NOTE: AI can recognize our emotional states, race, gender, and other general characteristics. Some developers came together and created a tool that analyzes our customers, and then creates people that look similar to them that you can then deploy onto our website, content, emails, sales pages, and ads so you can drive more conversions.

Leverage what your client looks like using a tool called tangent.AI

If you have an Asian man in America, leverage the fact that he is asian. You take all the customer data that you've acquired and it finds everyone that you downloaded into the tool and it then downloads their profile pic, analyzes it, creates fake people that look similar to the customer traits that you downloaded to it and you use it for ads.

It drives up conversions, because customers see people who look just like them. The website is not as direct about it on their website because they don't want to be canceled.

A text to video tool he uses is rephrase.AI, you take text and put it into and it turns it into video, but it's not very good for people it is good for b roll stuff. It creates objects, environments and things very well.

Another great tool is called “Chatbase.co”. With this tool you can train your own chatbot with information that you want to.

compose.AI writing out text/emails. It'll really help you finish out statements or thoughts in an email that you cannot think of.

**NOTES and QUESTIONS:**

Make sure you're really set in email automation, and if they do this then that. I will understand more about this as I gain more experiences.

It's always good to have examples for your video creator. Go and social media and find a good few ads and save them for your video creator.

Clients pay for all software

Articulate ideas and convey it to your client, nothing complicated.

Triple whale.

You have to be able to get a result for a client and pimp that result into more deals.

Never stop pitching clients, pitching is like oxygen, keep pitching no matter what. Even if you're filled with clients.

Have designed spaces for work, don't bring your phone in the work environment, it is a distraction.